JULY 13, 1959 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WGR
Buffalo, New York
WSVA
Harrisonburg, Virginia

now represented by

Edward Petry & Co., Inc.

The Original Station Representative.

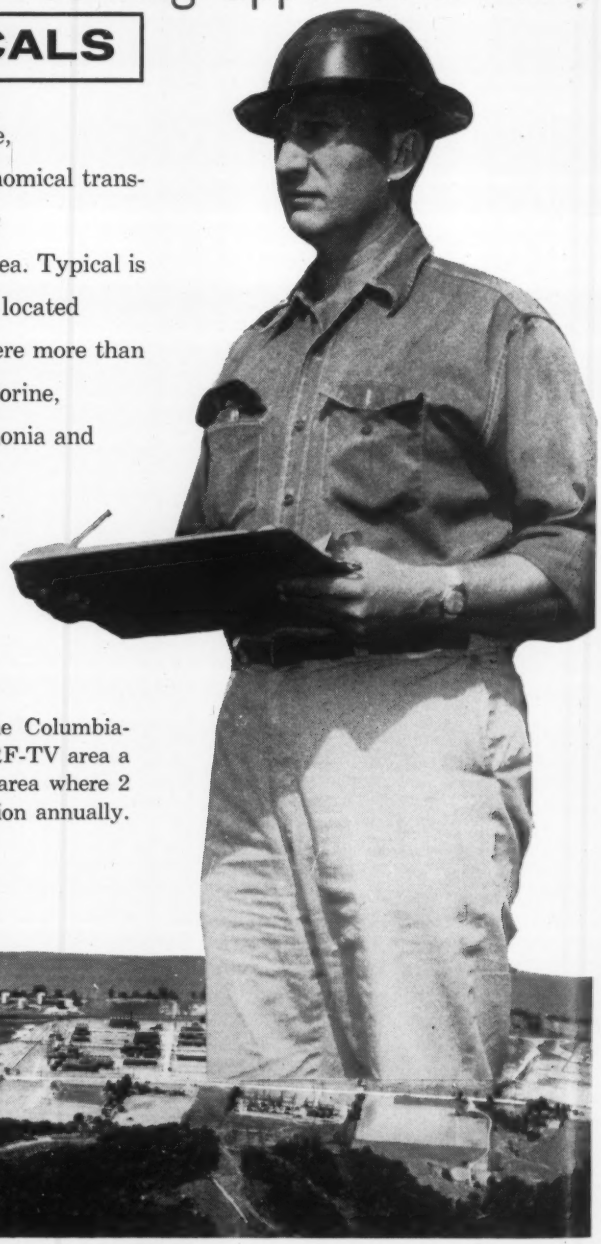
WHEELING: 37*TH TV MARKET

*Television Magazine

One Station Reaching The Booming Upper Ohio Valley

No. 13 IN A SERIES: CHEMICALS

With the deep salt wells supplying the essential brine, and the broad Ohio River furnishing economical transportation facilities, a rich, thriving chemical industry has arisen in the bountiful WTRF-TV area. Typical is this Columbia-Southern Chemical Corporation plant located at Natrium, W. Va., just south of Wheeling. Here more than 1,000 employees are engaged in the production of chlorine, caustic soda, chlorinated hydrocarbons, ammonia and titanium tetrachloride.



- More than $5 million annual payroll dollars of the Columbia-Southern Chemical Corporation help make the WTRF-TV area a *super* market for alert advertisers . . . a 39-county area where 2 million people have a spendable income of $2½ billion annually.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.
National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf tv

reaching a market that's reaching new importance!

KEEP SALES UP IN BALTIMORE . . .

Schedule the PREFERRED Radio Station . . .

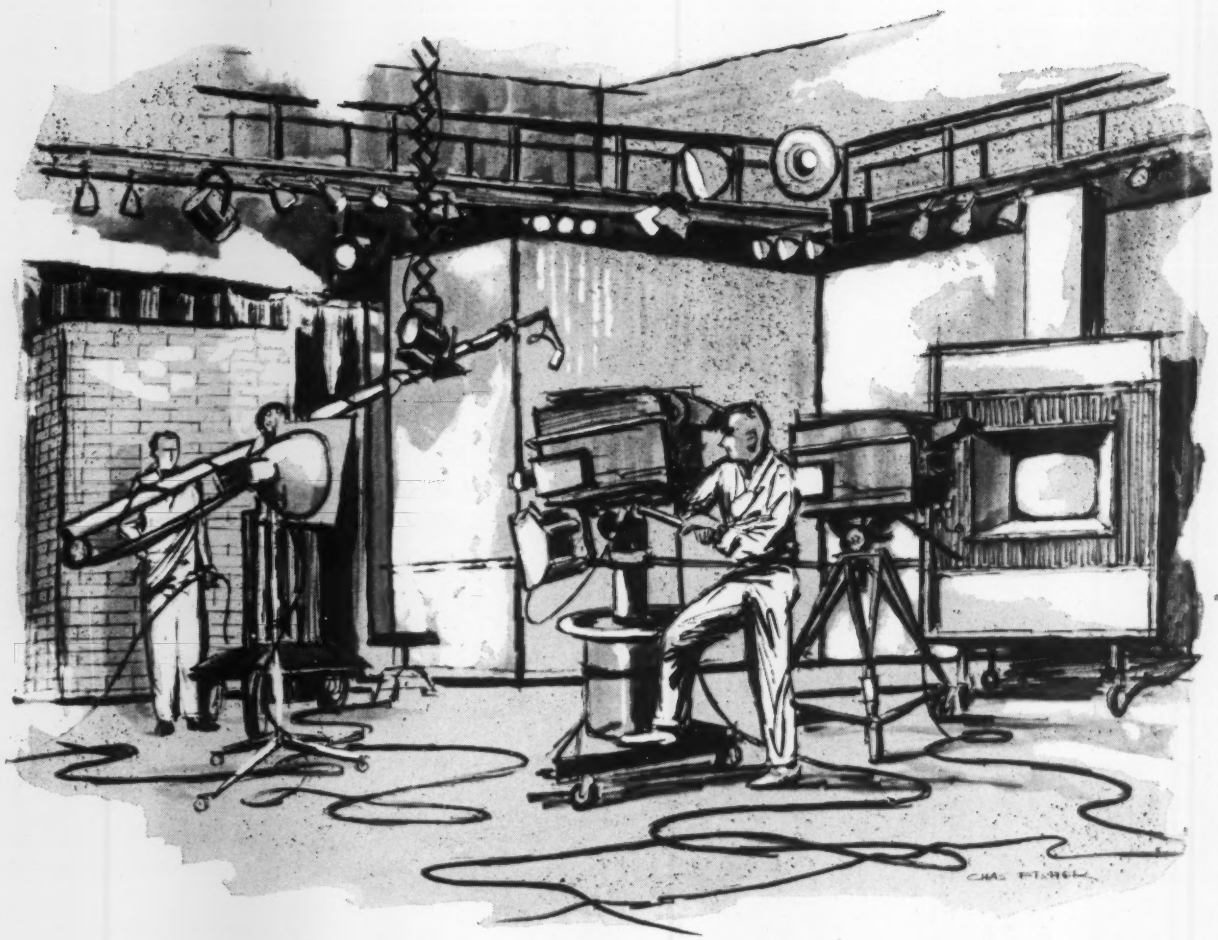
To get the most from your radio dollar you must reach the *adult* spending audience. That means WCBM in Baltimore . . . where month after month surveys* show the greatest percentage of *adult* radio listeners PREFER WCBM programming! Get all the facts and you will see why agencies, too . . . PREFER WCBM!

**Nielsen Adult Listenership Surveys*

A **CBS** *Affiliate*
10,000 Watts on 680 KC
Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.



live, tape, film or net . . .

VIDEOTAPE
Two of 'em

the best way to cover the Dallas-Fort Worth Market is with KRLD-TV in Dallas. The powerful Channel 4 signal reaches 656,600 TV Homes — the greatest TV Circulation in the South! Ask any Branham man.

Represented Nationally by The Branham Company

KRLD-TV

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

ABC in Washington • AB-PT President Leonard Goldenson at farewell luncheon Friday for retired Washington vice president, Robert H. Hinckley, formally disclosed appointment of two assistants to president to assume Washington duties. Edgar G. Shelton Jr., Mr. Hinckley's assistant for past two and a half years, is assigned government liaison, and Joseph Jacobs, staff attorney, is assigned all legal activities. All seven members of FCC, plus top echelon of ABC officials, attended luncheon and Chairman Doerfer and Vice Chairman Hyde paid high tribute to Mr. Hinckley. Mr. Hinckley will continue on AB-PT board and executive committee and will be available for counsel. He will reside at his ranch in Ogden but plans to be in East at least one week each month.

Ollie Treyz, ABC-TV president, at Hinckley luncheon, told FCC why ABC needs more outlets in some key markets. Asserting ABC-TV had achieved top status nighttime in top 24 markets by shade over CBS-TV in latest Nielsen, he said it suffered because of inability to get clearances in two-station markets, with CBS leading it nationally by about 25%. He mentioned critical markets as Grand Rapids-Kalamazoo, Louisville, Birmingham, Syracuse and Rochester, and also alluded to inability to clear consistently in Greensboro, Charlotte, Winston-Salem and Jacksonville.

Clean-up campaign • NAB Tv Board's crackdown on code-subscribing stations carrying Preparation H hemorrhoid account hasn't yet had noticeable impact on list of stations carrying Ted Bates business. It's understood only one station has dropped account since board's June 17 meeting (BROADCASTING, June 22), but 13 stations told to drop it or lose code seal still have until July 18 deadline. Ted Bates list includes 145 tv stations, and agency is spending more on account than six months ago. Agency maintains that 99% of stations it approaches have accepted business.

Latest headache of NAB code administrators, sexy commercials, is being pondered by NAB Tv Code subcommittee scheduled to meet in New York late this month. One underarm product is said to involve combination of visual and aural lures of questionable taste.

Test site • After some 14 months of exhaustive checking, Radio Advertising Bureau is on verge of naming department store with which it'll work in its "$64,000 Challenge" radio test, RAB's offer was to spend up to $64,000 for radio campaign for qualified store willing to accept bureau's ideas on how to sell items by radio. Despite stringent requirements, offer drew 41 qualified applicants who have now been narrowed down to four: Hecht Co. in Washington, Filene's in Boston, Davis & Paxon in Atlanta, Higbee's in Cleveland. RAB's idea is that, having already proved radio's value in store-wide promotion, it'll now show that radio can move specific items—on which most stores spend bulk of their advertising budgets—every bit as well as newspapers can.

Radio syndication • ABC Radio is getting set to branch out in another direction—this time into radio program syndication. Preliminary plans for syndication arm, currently being formed, are to offer to stations, on tape or discs, programs and network personalities not otherwise available to them. Detailed plans of operation now being worked out.

Cable victim • In midst of Senate Communications Subcommittee consideration of community antenna legislative controls, another vhf is about to fold because of catv competition. Donald L. Hathaway, who has owned KSPR Casper, Wyo. for 30 years and placed ch. 6 KSPR-TV on air in 1957, is giving up ghost. He has sold am station (1470 kc; 5 kw-D, 1 kw-N, CBS) to his tv competitor, ch. 2 KTWO-TV for $150,000 (CHANGING HANDS, page 66) and will shut down tv with sale of equipment to Community Tv Systems (William Daniels of Denver) for in neighborhood of $300,000. Casper catv operating for past two and one-half years, carries three Denver station channels plus local KTWO-TV.

Announcement of Hathaway Tv transaction is expected this week, with one source reporting KSPR-TV will go dark July 22. Situation has parallel in case of ch. 9 KGEZ-TV Kalispell, Mont., whose operator, Frank Reardon, 15 months ago announced that he was going dark because of refusal of FCC to regulate catv. He charged FCC had affirmatively aided catv by granting microwave frequencies for importing of distant stations and that he could not compete.

Educational excursion • House Commerce Communications Subcommittee is busy lining up itinerary for planned fall field inspection of educational tv stations. Committee, in tabling S 12 and similar federal etv subsidies (BROADCASTING, June 8), stated it wanted to make field trip to study firsthand needs for proposed $1 million for each state. Rep. Kenneth Roberts (D-Ala.), chief House advocate of proposal, will lead entourage with stops already scheduled in Denver, Little Rock, New Orleans and Alabama (three station network).

Observer • Keeping close eye on last week's hearings on tv network program practices at New York court house (story page 31) is Sen. A. S. Mike Monroney (D-Okla.) whose pet grievance is reliance upon ratings and too many Westerns and adventures. But he's doing it by remote control. Whether Sen. Monroney will seek to hold his oft-postponed hearings into ratings will depend upon outcome of testimony of New York advertising agency executives before FCC Chief Examiner James D. Cunningham.

Hiring a hall • Quip around FCC is that several radio hearings may have to be held in Washington's Constitution Hall (capacity, 3,800). Reason is way am processing line looks following May 15 deadline for filings under new procedure. There's one group of 60 applications involved in 1230-1240 kc, 45 applications in 1400-1490 kc area, group of 28 in 1550 kc and another of 10 in 1550 kc. All have received McFarland letters and after replies designations for hearings may be made. Then Broadcast Bureau will list next top 50 applications and new cut off date. Almost 240 applications were filed five days before May 15—of which 138 were amendments, 61 for major changes and 39 for new facilities.

Breakdown • Looks like an all or nothing gambit on FCC's 14-year-old clear channel case. Commission discussed matters last week in executive session with consensus seemingly that new proposed rulemaking to break down all 24 clear channels is required since there didn't seem to be any answers to objections on part of 12 Class 1-A stations proposed to be duplicated on why they were chosen and other 12 clear channel outlets left untouched. FCC decided to meet again on subject July 20.

In Milwaukee the best minutes
are in the best movies — on WITI-TV
Buy the "big minutes" with the stars of PARAMOUNT, MGM, 20th CENTURY FOX, SCREEN GEMS and many others . . . 3,000 top film features and CBS programming backed up by the integrity and experience of Storer Broadcasting give you the most for your Milwaukee advertising dollar. For the complete facts on the biggest selling minutes on WITI-TV, ask your BLAIR TELEVISION ASSOCIATES rep.
STORER BROADCASTING COMPANY
Storer Television
WITI-TV Milwaukee
WJW-TV Cleveland
WAGA-TV Atlanta
WSPD-TV Toledo
WJBK-TV Detroit
PARAMOUNT
MGM
RKO
20TH CENTURY FOX
UNITED ARTISTS

WEEK IN BRIEF

DR. YOUNG

Pants seats won't replace research • Believe it or not, according to Dr. Norman Young, director of research, Mogul Lewin Williams & Saylor, New York, it has happened: agencyman tries to fly blind in media campaign without basic radio-tv research, gets grounded by client. For a while, Dr. Young says in this week's MONDAY MEMO, it looked like you can be successful sliding along on the seat of your pants without factual research. He was afraid research directors had become outmoded, until . . . Page **19.**

Agencies and network programs • Networks do, and should, control scheduling of programs, agency witnesses tell FCC. But some alarm is voiced over increasing number of network-controlled hour-long shows. Agencies' role in program development and production spelled out. Page **31.**

More for television • Katz Agency promotion film recommends U.S. companies allot at least 10% of sales budgets to spot tv in addition to regular tv advertising expenditures. Distribution efficiency found lagging far behind production efficiency. Page **46.**

MBS settlement proposed • Creditors offered 10 cents-on-the-dollar payment. Network officials meet with Mutual Affiliates Advisory Committee group as well as creditors. Bankruptcy hearing scheduled today (July 13). Page **52.**

In and out of NBC Radio • Todd Storz informs network KOMA Oklahoma City is cutting down use of network programs; network caught by surprise. And NBC Radio drops WHAM Rochester, N.Y. for WVET. Page **54.**

Daytimers treaty problems • Status of daytime stations in ratification of Mexican treaty is major item of contention as Senate Foreign Relations Subcommittee holds one-day hearing on international broadcast agreements. Page **72.**

Troubles for tall towers • Actions of new agency at federal level and of increasing number of restrictive laws at state level pose new problems for broadcasters who plan new antenna towers. Page **80.**

Sec. 315 plan diluted • House subcommittee reports to parent body watered-down version of equal-time amendment, exempting newscasts and on-the-spot coverage. Further consideration planned on legislation to define qualified candidates. Page **81.**

Catv advocates at bat • Cable antenna proponents scheduled to have their day in court this week, following additional testimony by broadcasters and booster adherents before Senate Commerce subcommittee. FCC Chairman Doerfer to testify after appearance of catv witnesses. Page **82.**

CBC-TV heavy user of red ink • Report to Parliamentary Broadcasting Committee in Ottawa discloses that 17 of 40 sponsored television programs lost money. Page **103.**

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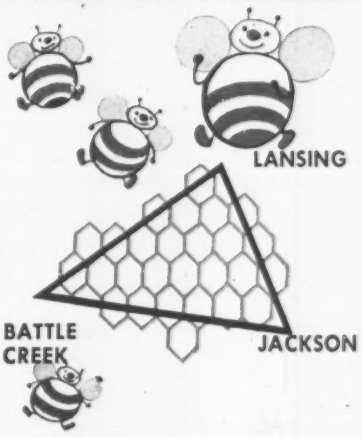
QUEEN BEE
IN MICHIGAN'S
HONEY OF A MARKET



Things are buzzing in Michigan's rich Golden Triangle area! And only WILX-TV delivers the important metro areas of LANSING, JACKSON and BATTLE CREEK in one sweep . . . city-grade signal . . . studios at each point . . . dominant NBC service.

Mark these WILX-TV market facts:

- 11th largest population area (SRDS Consumer Market Data)
- 12th largest in total retail sales (Sales Management)
- 28th largest in TV homes (Television Age 100 Top Markets)

Sell the big and busy Lansing market (now 69th nationally with 313,100 population) . . . plus Battle Creek, Jackson and the populous Central Michigan area . . . with WILX-TV's powerful coverage.

contact
VENARD, RINTOUL & McCONNELL, INC.

WILX-TV
Channel 10

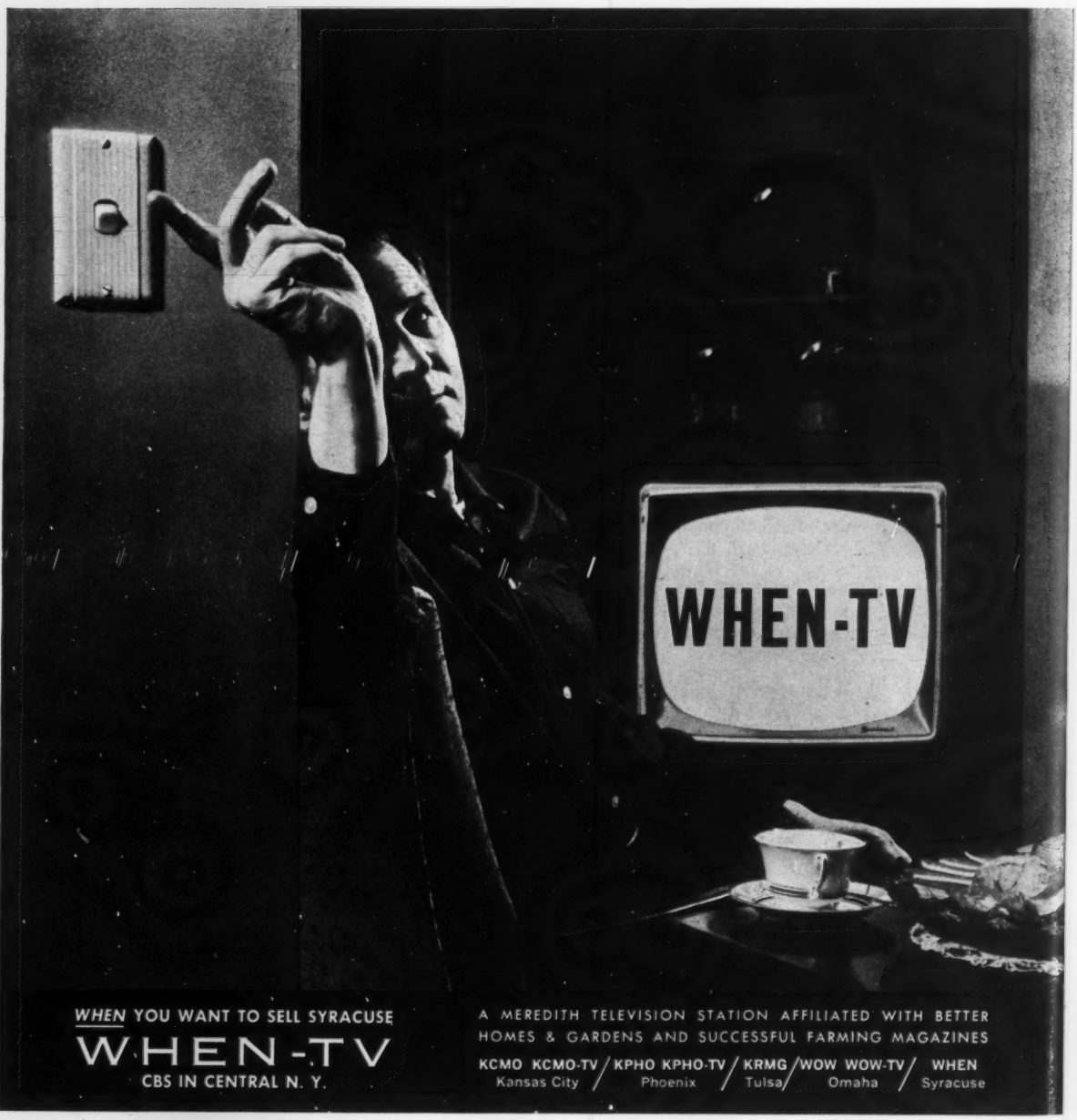
PRODUCTS OF SYRACUSE

. . . *important in the home*

This most-wanted Pass & Seymour Rocker-Glo switch is a little thing that makes a big difference . . . providing the discriminating homeowner with the switch of the future for his home today . . .

Just as WHEN-TV's extra merchandising, promotion and publicity services make the difference between ordinary and extraordinary sales.

To add a little extra to the sale of your product in Syracuse and all of Central New York, place on WHEN-TV view. A call to the Katz Agency or WHEN-TV commercial manager, Fred Menzies, will put it in the spotlight.



WHEN YOU WANT TO SELL SYRACUSE

WHEN-TV

CBS IN CENTRAL N. Y.

A MEREDITH TELEVISION STATION AFFILIATED WITH BETTER HOMES & GARDENS AND SUCCESSFUL FARMING MAGAZINES

KCMO KCMO-TV Kansas City / KPHO KPHO-TV Phoenix / KRMG Tulsa / WOW WOW-TV Omaha / WHEN Syracuse

PILOTS: PERISHABLE PRODUCT

FCC learns facts from N.Y. agency men

Compton Adv.'s Lewis H. Titterton testified Friday (July 10) that ABC-TV would not permit Compton or its client to view pilot films of two series this past spring unless advertiser would consider specific time period network already had selected. Mr. Titterton, Compton vice president and director of radio-tv programming, reported this episode as agency phase of FCC network study progressed through fourth straight day in New York (see story, page 31).

Mr. Titterton was reluctant to name officials of ABC-TV who had made this policy decision, packaging company involved and Compton's client. But at direction of Chief Hearing Examiner James D. Cunningham, he replied that Compton was informed by William Mullen, ABC-TV vice president in charge of sales, that this policy was laid down by Oliver Treyz, ABC-TV president. He identified packager of programs at Frank Cooper and client as Procter & Gamble.

Mr. Titterton testified that P & G at that time was interested in sponsoring one of two series packaged by Mr. Cooper—*Cry Fraud* and *Willie*. He said Mr. Cooper, while attempting to arrange for showing of pilots, was advised that only if advertisers were interested in Friday 7-7:30 p.m. period would ABC-TV permit P & G and Compton to view film. Mr. Titterton added that Mr. Mullen confirmed that time period condition had been laid down by Mr. Treyz.

P & G, Mr. Titterton related, decided not to view pilot on that basis. Asked if he knew why ABC-TV had imposed such condition, he replied: "I think the feeling is that if a pilot is seen by too many people, it loses its value. It's like a new shirt up for sale—if too many people handle it, it becomes a soiled shirt and cannot be sold as a new shirt."

This line of questioning was introduced by FCC counsel Ashbrook Bryant to ascertain if agencies had encountered any difficulties in acquiring network time for clients. Mr. Titterton said that network time had been set earlier this year than in previous years, but said he disagreed with some of other witnesses in that he knew of at least three programs that were not "locked in" by mid-April. "It is my belief," Mr. Titterton remarked, "that the smaller independent packager has virtually no place to go today because of more special programs and fewer half-hour shows."

Program Responsibility • In other testimony, Thomas J. McDermott, senior vice president in charge of radio-tv for Benton & Bowles, pinpointed instances of agency influence in tv program production for its clients, and spoke of millions of dollars risked and lost in pilot films well in advance of tv season. He agreed with other agency witnesses that main responsibility for programming should rest with networks but asserted that lesser responsibility—but responsibility nevertheless—devolves on agency and packager.

In this latter connection, Mr. McDermott said that in consultation with networks, B & B has made programming suggestions which proved beneficial upon acceptance. He added some of agency's ideas have been vetoed; sometimes these recommendations proved agency "right" and sometimes "wrong."

Mr. McDermott said capital in tv pilot films was risked by production companies and networks, estimating that typical large broadcast agency would have to spend "upwards of $2 million" each year if agency itself financed pilots for clients. His "best estimate" on total investment for pilots made in advance of season was $25 million, of which, he thought, about 10% (or $2.5 million) actually is placed in network schedules. He said only fraction of investments are recouped via small proportion of pilots moved into summer play, into syndication or into schedules as replacements in January.

Detailed for FCC was Benton & Bowles' role in changing entire concept and titling of *Loretta Young Show* in its early appearance on NBC-TV when Mr. McDermott testified, program was network licensed to Procter & Gamble, show's original sponsor. He also spoke of agency-induced refilming of pilot sequences and change in concept of new program series to start in fall. Later he identified program as *Goldie* which is Desilu production starring Betty Hutton and slated for General Foods sponsorship on CBS-TV, Thurs., 8-8:30, starting Oct 1. In both cases, he said, networks were not involved.

Mr. McDermott said his agency's "basic consideration" for any tv program is "judgment"—is program good entertainment?—and ventured opinion that any well-done tv program "will become an effective sales vehicle" because tv itself "is a very effective sales medium." B&B, he said, bills about $55 million in network tv, $15 million in spot, with gross billing at $100 million in U.S. with $7 million additional overseas.

Two witnesses remained to be heard from late Friday—John P. Cunningham, chairman of Cunningham & Walsh, and Nicholas E. Keesley, senior vice president and radio and television director, Lennen & Newell.

Mack jury split; retrial to be asked

Three-month criminal conspiracy trial of former FCC Comr. Richard A. Mack and friend Thurman Whiteside over Miami ch. 10 case ended Friday with hung jury, 11 voting for conviction, according to unidentified jurors. Whether new trial will be held and where will not be decided for few days while Judge Burnita S. Matthews considers defense motions for acquittal. If she denies motions, Justice Dept. has already decided to hold new trial, according to Justice Prosecutor J. Frank Cunningham.

Decision of government to retry case puts into limbo—for while longer—two pending *ex parte* cases, and throws shadow of delay on two others.

Because FCC did not want to interfere with Mack-Whiteside trial, it postponed its oral argument on Miami ch. 10 case pending outcome of criminal trial. Oral argument had been scheduled for April 23. In Boston ch. 5 case, Special Examiner Horace Stern ordered cessation of all further activity also pending completion of Mack-Whiteside prosecution. Boston ch. 5 hearing ended March 23 and briefs had been scheduled to be filed early in April.

FCC has ordered hearings involving allegations of back-door approaches in

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

Miami ch. 7 and Orlando ch. 9 cases, but presumably will hold these in abeyance since former Comr. Mack is involved in both.

Only other *ex parte* case ordered to hearing is St. Louis ch. 2. This may go forward since it involved rulemaking proceeding and does not hinge directly on Mr. Mack's vote.

Though case will be retried if defense motions are denied, trial presumably won't take place until fall since court now is operating on reduced summer schedule.

Mr. Mack commented, "I am proud of my lawyer (Nicholas P. Chase)" and said he will return to Florida to "try to recover my health." Mr. Chase had been reprimanded by Judge Matthews immediately after she dismissed jury for his conduct during trial. Mr. Whiteside made no immediate comment. He and Mr. Mack shook hands when judge discharged jury.

Jury had deliberated more than 30 hours over calendar period of eight days, broken by one juror's incapacitating illness and Fourth of July holiday weekend when jury was allowed to go home.

KOSI, KXOL sales

Station sales filed at FCC Friday:

KOSI Aurora-Denver, Colo. • Sold by David M. Segal, Floyd Bell and Edward M. Guss to W. L. Armstrong (until May 1959 assistant to vice president of WIL St. Louis) (40%) and parents William L. and Dorothy Armstrong (each 30%) for $371,800. Armstrongs own Armstrong Chemical Co., Denver. Sellers also own KOBY-AM-FM San Francisco and WGVM Greenville, Miss. KOSI is on 1430 kc with 5 kw day, 500 w night directional.

KXOL Fort Worth, Tex. • 50% sold by C.C., C.C. Jr., Ben and John R. Woodson to Wendell Mayes for $268,-091. Mr. Mayes controls KNOW Austin, Tex. KXOL is on 1360 kc with 5 kw day and 1 kw night directional. Mr. Mayes and his son Wendell Jr. (and KNOW) will hold 75% of KXOL, with William W. Jarman Jr. holding 25%.

CBS Radio signs two

Signing of WRIG Wausau, Wis., and KAAB Hot Springs, Ark., as CBS Radio affiliates announced by Arthur Hull Hayes, CBS Radio president. WRIG, owned and operated by WRIG Inc., operates on 1400 kc with 250 w. Marvin Nelles is manager. KAAB operates on 1350 kc with 1 kw day and 500 w night. KAAB is owned by the Phoenix Co. and Harman I. Moseley II is president.

FCC 'on the air'

Daytime radio listening perked up ears of New York agency and network executives as non-commercial WNYC New York broadcast live coverage of FCC's inquiry into tv network programming during past week (see page 31). "Regular WNYC listeners as well as the special interest listening group expressed appreciation through many letters and telephone calls," Seymour Siegel, WNYC general manager, said Friday (July 10).

He said while this was "first time," live mikes had been used for any FCC hearings, permission to broadcast had first been refused three weeks ago by hearing examiner, but that last Monday FCC granted broadcast request. "Since New York is capital of advertising and network programming," Mr. Siegel commented, "we felt it was in the public interest to provide coverage." WNYC's daily coverage will serve also as official tape recording for FCC, he said. Station's regular programming was carried by WNYC-FM. "Our only complaints," Mr. Siegel said, "have been from persons who normally listened to closing stock market reports and didn't know they could hear them on fm."

• Business briefly

• Three advertisers have picked up regional sponsorship of new *Saturday Night Pro Football* series of seven contests starting Aug. 22 on ABC-TV (10 p.m.-conclusion, EDT). Purchasers are: (in West) Theo. Hamm Brewing Co., St. Paul, represented by Campbell-Mithun Inc., Minneapolis; (in East) National Brewing Co., Baltimore, through W.B. Doner & Co., same city, and in all other markets by General Mills, Minneapolis, via Knox Reeves Adv., same city. Five exhibition and two National Football League games will be telecast either live or on tape. Points of origin will be Austin, Tex., Detroit, Jacksonville, Winston-Salem, Cleveland, Pittsburgh and Baltimore.

• Fates & Fortunes

• EDWARD M. MARSHALL, who has been writer, producer and director on many of BBDO's radio and television programs in past 17 years, named business manager of agency's radio-tv department. Mr. Marshall will be in charge of all business affairs of department, including program and talent agreements, and will be agency liaison with all talent and technical unions.

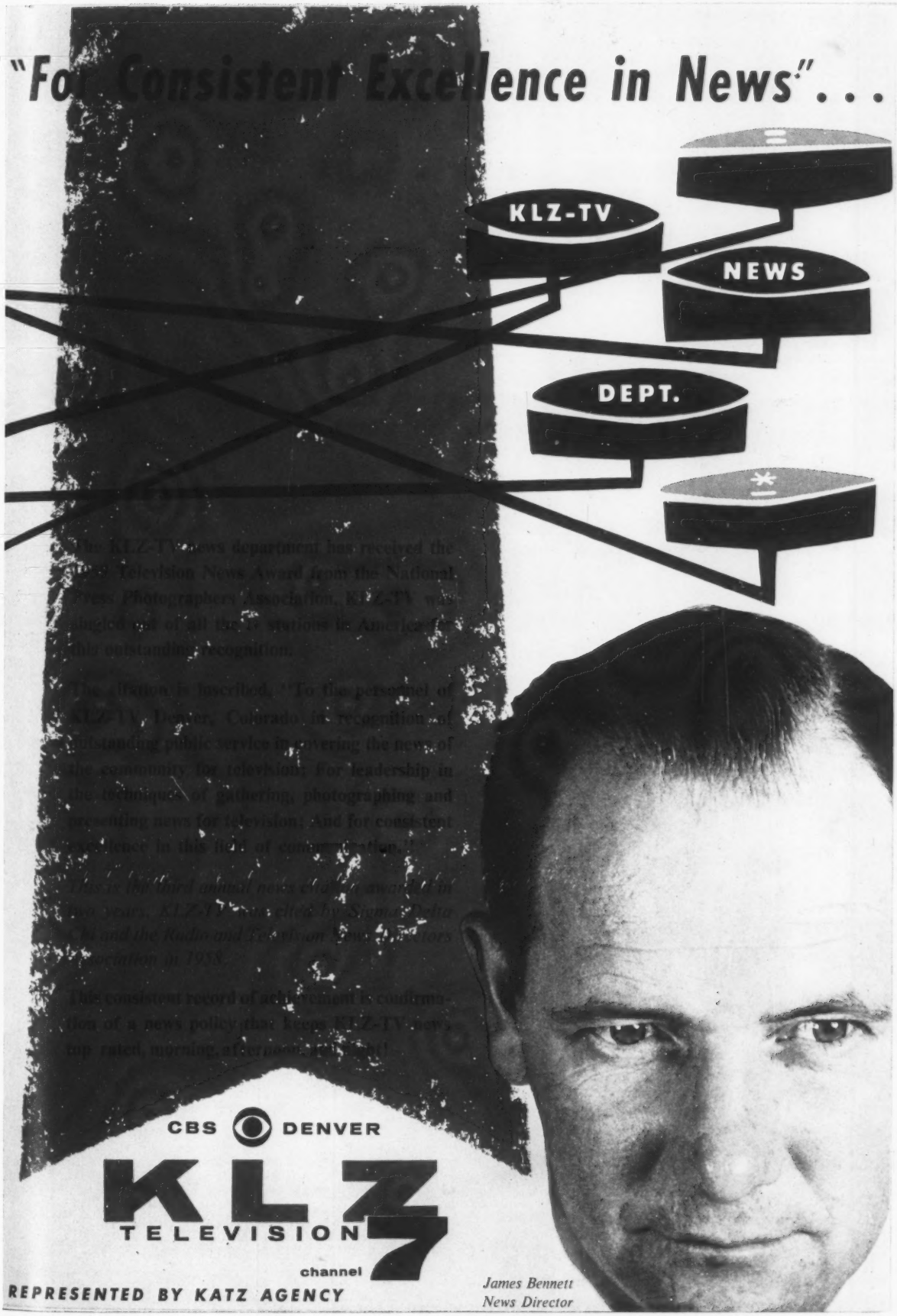
• RAYMOND E. NELSON, broadcasting and advertising veteran, named vp and manager of new office being opened in New York by Gregory & House & Jansen, 21-year-old Cleveland advertising agency. New York office will be at 10 East 44th St., New York 17; telephone Murray Hill 2-6281. Mr. Nelson is former vice president and general manager of NTA Film Network and also former general manager of WNTA Newark. Before that he was director of national spot sales for TvB, president of Keystone Adv., radio-tv vp of Charles M. Storm Co., director of daytime programs and program manager of Mutual, president of Nelson Productions and eastern production manager for NBC.

• JAMES G. BEARDSLEY promoted from copy group supervisor to creative director of Erwin Wasey, Ruthrauff & Ryan, Chicago, it is being announced today (July 13) by Roswell W. Metzger, executive committee chairman and general manager of agency's central division. He succeeds GEORGE F. DRAKE, who was granted indefinite leave of absence. Mr. Metzger is also announcing appointments of LEWIS HELLWIG as head art director and WILLIAM T. ROOKS as copy chief. Mr. Beardsley has been in advertising field over 20 years as account executive and copy chief.

• RAY C. MONTGOMERY, member of research department of Leo Burnett Co. in Chicago past year, joins Clinton E. Frank Adv., same city, as research supervisor, bringing agency's number of employes up to 100. Louis E. Schueler, Frank research director, said appointment is part of realignment in which HENRY MERRILL, JEAN ANDERSON and Mr. Montgomery are each responsible for specific group of agency's clients. Mr. Montgomery formerly was associate professor of psychology and personnel management at Detroit Institute of Technology. He taught advertising, marketing and research there.

Other Fates & Fortunes, Page 86

"For Consistent Excellence in News"...



CBS DENVER

KLZ TELEVISION channel 7

REPRESENTED BY KATZ AGENCY

James Bennett
News Director

For the Picture of Pictures...
TAPE IT RCA!

FOR THE

PICTURE OF PICTURES...

TAPE IT RCA!

The *picture's* the thing . . . You want your commercials to have the snap, sparkle and punch characteristic of superb pictures. By "taping it RCA" you get live picture quality. All the freshness, all the life-like detail comes back to you on RCA tape —thanks to advanced, built-in, quality-control features of the RCA TV Tape Recorder. Unlike older designs, this newest of TV Tape Recorders makes it easy to get and keep highest quality pictures. Your programs and commercials stand closest scrutiny because they are transcribed "live" from the very first breath. Compatible in every respect, the RCA TV Tape Recorder also has built-in features for superior color rendition that become an added bonus for monochrome. Ask your engineer to explain the picture-plus advantages of RCA's *electronic quadrature adjustment*, *sync regeneration*, *four-channel playback equalization*, and *built-in-test equipment*, or see your RCA Representative. For complete particulars, write to RCA, Dept. TR-2, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Ltd., Montreal.

ANOTHER WAY RCA SERVES INDUSTRY THROUGH ELECTRONICS

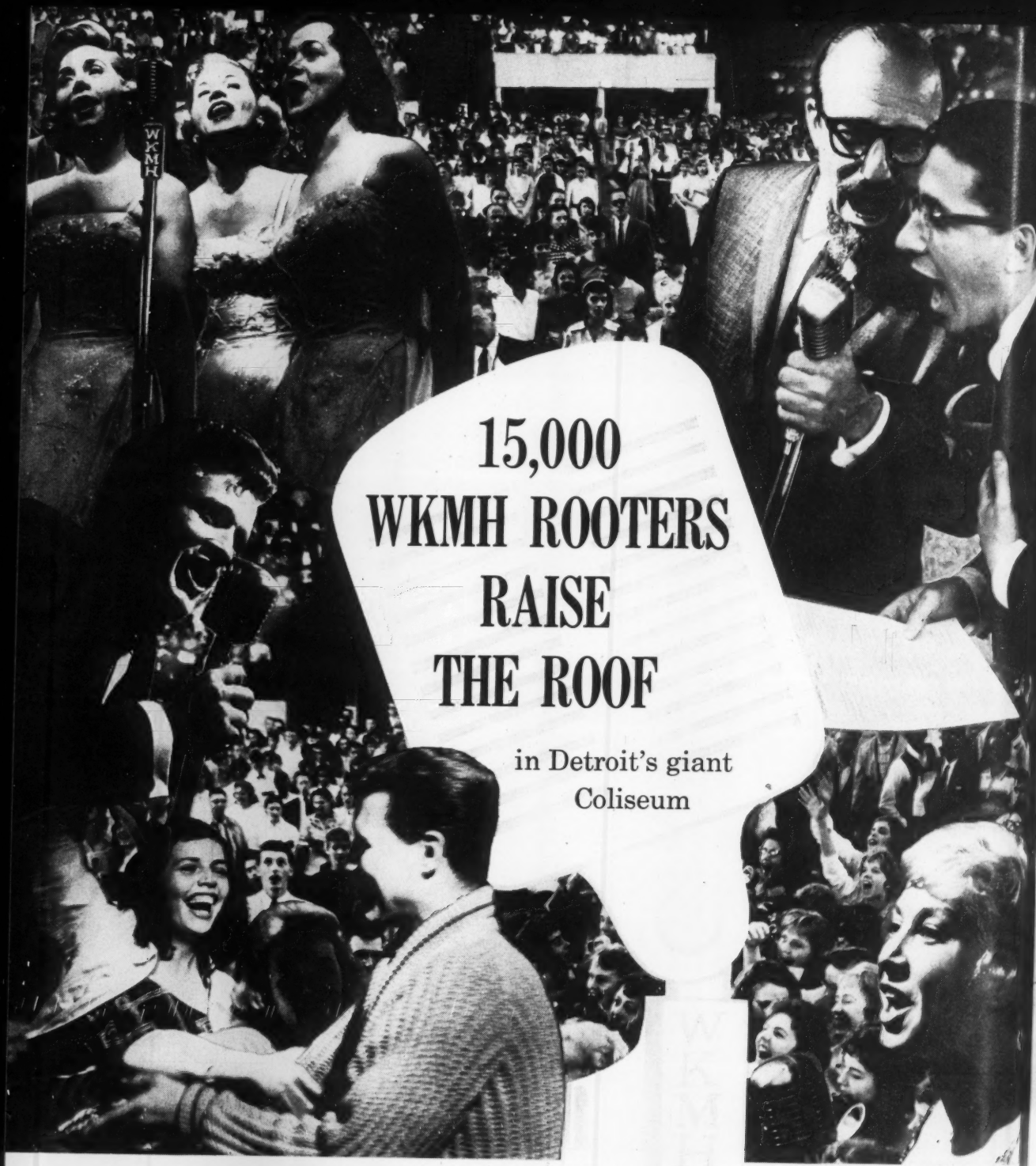
RCA

Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.



15,000 WKMH ROOTERS RAISE THE ROOF

in Detroit's giant Coliseum

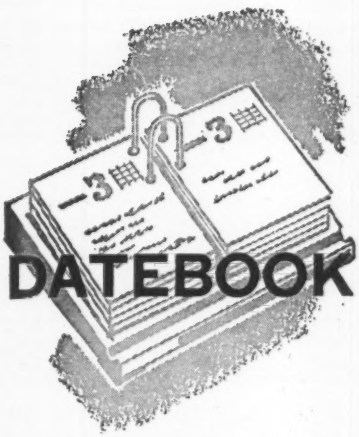
WKMH's Youth Rally Day—an annual affair M.C.'ed by WKMH's popular "Bobbin' with Robin" Seymour—drew 15,000 people to the huge Michigan State Fair Coliseum, and hundreds were turned away. Launched a year ago with a proclamation by Detroit's Mayor Miriani, its purpose is to bring the youngsters together in a wholesome atmosphere, give them the entertainment they like . . . FREE. This year Robin, Mitch Miller, the Fontaine Sisters, and other famous radio and recording stars provided 2 hours of entertainment to a wildly enthusiastic audience. It proved once again that WKMH—with top *local* personalities as well as its CBS network programs—has *all the radio excitement in town in one place.*

Represented by Edward Petry & Co., Inc.

WKMH

THE STATION THAT NOW HAS EVERYTHING

CBS RADIO IN DETROIT



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

July 12-18—Public Relations Institute, U. of Wisconsin campus, Madison, sponsored by Public Relations Society of America.

***July 13-17—Final week of NAB Management Development Seminar,** Harvard Graduate School of Business Adm., Cambridge, Mass. Designed to give station management principles and analytic techniques involved in the executive job. Dr. J. Sterling Livingston, professor of business administration, Harvard, and president of Harbridge House, is academic director. William P. Gormbly Jr., assistant dean and director of Harvard advanced management program, is administrative director. Fifty-eight broadcasters are attending.

July 14-15—Idaho Broadcasters Assn., Shore Lodge, McCall. Speakers July 15, main meeting day, include Kenyon Brown, KCOP (TV) Los Angeles; Fred Ruegg, KNX Los Angeles, and Louis Shadduck, secretary of Idaho Commerce & Development Commission.

***July 15—NAB Tv Information Committee** (pro tem), Waldorf Astoria, New York.

***July 16—Southern California Broadcasters Assn.,** luncheon, Hotel Statler-Hilton, Los Angeles. FCC Comr. Robert E. Lee will speak; 25 representatives of foreign broadcasting operations will be guests.

July 16-17—Air Traffic Control Symposium co-sponsored by Radio Technical Commission for Aeronautics and Los Angeles section of Institute of Radio Engineers. FCC Comr. Robert E. Lee and James T. Pyle, deputy administrator of Federal Aviation Agency, will speak.

July 16-19—American Federation of Television & Radio Artists, convention, Chase Hotel, St. Louis.

July 19—Military District of Washington will conduct special program honoring NAB, Fort Myer, Va.

***July 24**—Oral argument before FCC on protests by group of television broadcasters against specialized common carrier microwave relay systems which carry tv signals from large cities to catv systems in small cities and towns served by these broadcasters. Involved are broadcasters and catv operators in Helena, Mont.; Laredo, Tex.; Tallahassee, Fla.; Riverton-Lander-Thermopolis, Wyo., and Tyler, Tex.

***July 30—Radio & Television Executives Society's** first annual Fun Day Outing, Pelham (N.Y.) Country Club, for RTES members and guests.

AUGUST

Aug. 3—Comments due on **FCC** proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859. Postponed from June 22.

Aug. 16-17—Montana Broadcasters Assn., Rainbow Hotel, Great Falls.

Aug. 16-18—Georgia Assn. of Broadcasters, summer meeting, Jekyll Island.

Aug. 18-21 — National Assn. of Educational Broadcasters, seminar for radio station managers, U. of Wisconsin, Madison.

Aug. 18-21—Western Electronic Show & Convention (Wescon), Cow Palace, San Francisco. Dr. Herbert F. York, Defense Dept. director of research and engineering, will speak Aug. 21 at luncheon to be held at Fairmont Hotel.

***Aug. 21-23—Arkansas Broadcasters Assn.,** Arlington Hotel, Hot Springs. Howard H. Bell, **NAB,** will conduct editorializing clinic.

Aug. 23-24—UPI Broadcasters of Connecticut, Massachusetts, Rhode Island, Maine, Vermont and New Hampshire aboard aircraft carrier **Wasp** at sea; board destroyer at South Boston Naval Annex for transfer to **Wasp** 100 miles out; return to Boston.

Aug. 24-28—American Bar Assn., annual meeting, The Americana, Miami Beach, Fla.

***Aug. 25-28—Closed-circuit tv seminar, National Assn. of Educational Broadcasters,** U. of Pennsylvania, University Park, Pa.

Aug. 28-30—West Virginia Broadcasters Assn., Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford will speak.

Aug. 29—Oklahoma Broadcasters Assn. summer meeting, Lake Murray Lodge, Ardmore. Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Ben Sanders, KICD Spencer, Iowa, will conduct sales clinic.

SEPTEMBER

Sept. 4-5—Texas AP Broadcasters, 1959 convention, Rice Hotel, Houston.

Sept. 10 — Advertising Research Foundation seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

***Sept. 11-12—Country Music Assn. Board of Directors,** Springfield, Mo.

Sept. 12—AP Broadcasters of Ohio, Columbus.

Sept. 16-18—Michigan Assn. of Broadcasters, fall convention, Hidden Valley, Gaylord.

Sept. 17—Assn. of National Advertisers sales promotion workshop at Hotel Sheraton-East, New York. Program on "incentive selling methods" to include panel discussions, case histories and presentations by recognized authorities. Horace Barry, merchandising manager, The Nestle Co., is program committee chairman.

Sept. 17-19 — Mutual Adv. Agency Network, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago.

Sept. 18-20—United Press International Broadcasters Assn. of Minnesota, Sawbill Lodge, Tofte.

Sept. 21-22—Louisiana Assn. of Broadcasters, Francis Hotel, Monroe. Speakers include Ed Fitzgerald, J. Walter Thompson Co., Chicago, and Charles H. Tower, NAB personnel-economics manager, who will speak on "Labor Problems and Solutions in Broadcasting."

***Sept. 22-24—Electronic Industries Assn.** fall conference, Hotel Traymore, Atlantic City, N.J.

Sept. 21-23 — Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference, Stanford U., Palo Alto, Calif.

Sept. 23-24—CBS Radio Affiliates Convention, Waldorf-Astoria, New York.

Sept. 25—Advertising Research Foundation, fifth annual conference, Waldorf-Astoria, New York.

***Sept. 25-26—Ninth annual Broadcast Symposium, Institute of Radio Engineers** and **American Institute of Electrical Engineering,** Willard Hotel, Washington.

***Sept. 26-27—American Women in Radio &**

BRAVE STALLION

RUNAWAY SALES SUCCESS ALL ACROSS U.S.A.!

NORTH
Detroit, St. Louis, Cleveland, Ft. Wayne!

EAST
Boston, New Haven, Albany, Portland!

WEST
Los Angeles, Denver, Seattle, Salt Lake City!

SOUTH
Atlanta, New Orleans, Miami, Richmond!

Have your local ITC representative give you the news of how BRAVE STALLION can increase audiences in your market.

ITC INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N.Y. 22 • PLaza 5-2100

My Mommy Listens to KFWB

...and listens, and listens and listens! Pulse and Hooper have proven it for many months past...and now Nielsen makes it unanimous: rates KFWB #1 in total audience in the L.A. Area in their book, too! **So...whether you use Pulse, Hooper or Nielsen as a guide...one thing you should do for sure: Buy KFWB...first in Los Angeles. It's the thing to do!**

Channel 98 my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & CO.

Television, southwestern conference, Shamrock Hotel, Houston.

Sept. 29-Oct. 3 — **Affiliated Advertising Agencies Network** international convention, Somerset Hotel, Boston.

OCTOBER

Oct. 5-9—11th annual convention and professional equipment exhibit, **Audio Engineering Society**, Hotel New Yorker, New York. Technical papers from many nations have been submitted for presentation, covering newest theories, developments and achievements in the audio field, including stereo.

Oct. 6-7—**Electronic Industries Assn.**, value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

*Oct. 6-8—**Conference on Radio Interference Reduction**, auspices **IRE, Signal Corps** and **Armour Research Foundation**, Museum of Science & Industry, Chicago.

Oct. 7-9—**Canadian Section, Institute of Radio Engineers**, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

*Oct. 9-10—**Indiana Broadcasters Assn.**, French Lick, Ind.

*Oct. 12-15—**National Electronics Conference**, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

Oct. 14-17—**Radio-Television News Directors Assn.**, 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

Oct. 15-16—**Central Region** annual meeting, **American Assn. of Advertising Agencies**, Drake Hotel, Chicago.

Oct. 18-21—Western Regional Convention, **American Assn. of Advertising Agencies**, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

Oct. 22-23—**Audit Bureau of Circulations**, annual meeting, Drake Hotel, Chicago.

Oct. 26-30—**National Assn. of Educational Broadcasters** convention at Sheraton-Cadillac Hotel, Detroit.

Oct. 29-30—Electronic devices meetings sponsored by **Professional Group on Electronic Devices, Institute of Radio Engineers**, Shoreham Hotel, Washington.

Oct. 29-31—**New Jersey Broadcasters Assn.**, fall meeting, Nassau Inn, Princeton.

NOVEMBER

Nov. 2-4—**Broadcasters Promotion Assn.** convention, Warwick Hotel, Philadelphia. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Other speakers: H. Preston Peters, Peters, Griffin & Woodward; Adam J. Young, Adam Young Inc., and James T. Quirk, **Tv Guide**. Jim Kiss, WPEN Philadelphia, program chairman, said agenda will provide maximum exchange of ideas. Panels will be restricted to two participants.

Nov. 4-5—**Eastern Annual Conference, American Assn. of Advertising Agencies**, Biltmore Hotel, New York. Seven specialized workshops and management events are scheduled.

Nov. 8-9—Fall meeting, **Texas Assn. of Broadcasters**, Texas Hotel, Fort Worth.

Nov. 9-10—**Institute of Radio Engineers**, radio fall meeting, Syracuse Hotel, Syracuse, N.Y.

Nov. 18—**East Central Region** annual meeting, **American Assn. of Advertising Agencies**, Penn-Sheraton, Pittsburgh. Afternoon and evening sessions open to invited guests.

Nov. 18-20—**Television Bureau of Advertising**, annual meeting, Sheraton Hotel, Chicago.

*Nov. 19-20—**Tennessee Broadcasters Assn.**, Andrew Jackson Hotel, Nashville.

DECEMBER

*Dec. 2-4—**Electronic Industries Assn.** winter conference, Statler-Hilton, Los Angeles.

Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's inquiry into possible wider use for fm subsidiary communications authorizations.

1960

*Feb. 17—**Assn. of National Advertisers**, co-op advertising workshop, Hotel Sheraton-East, New York.

*March 16-18—**Electronic Industries Assn.**, spring conference, Statler Hilton, Washington.

*April 3-7—**NAB Annual Convention**, Conrad Hilton Hotel, Chicago.

*May 18-20—**Electronic Industries Assn.** annual convention, Pick Congress Hotel, Chicago.

NAB FALL CONFERENCES

Oct. 15-16—Mayflower Hotel, Washington.
Oct. 19-20—Sheraton Hotel, Chicago.
Oct. 22-23—Somerset Hotel, Boston.
Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.
Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.

BOOK REVIEW

• *Reporting, by Mitchell V. Charnley, Henry Holt & Co., 383 Madison Ave., New York; 370 pp.; $4.75.*

Although a professor of journalism at the U. of Minnesota for 25 years, Prof. Charnley is not a man who has lived in an ivy-covered newsroom. His professional background includes more than 10 years as a reporter and editor with several newspapers and a magazine.

Consequently, his text book is not a collection of chalk-colored platitudes. It is a book filled with articles and columns from the nation's top papers and sensible perceptive commentary upon them. It is also a philosophical book discussing the role of print and electronic journalism and its responsibilities in a world as small as the nearest radio or newsstand.

Through a combination of perspective and practicality, *Reporting* offers a unique treatment of news coverage, which in the words of Prof. Charnley, "is art and it is craft." A student at a university or a rewrite man on a metropolitan daily could each learn much from this admirable book.

VE TAKEN THE RED TAPE OUT O ...
VIDEOTAPE!
Snip. Just like that. We've cut through the maze of rate structures and policies in VTR-land. Crown Stations, *first in the nation with videotape*, have adopted this videotape policy:
• No charge for VTR playback
• No VTR facilities charge for recording provided tape is used on a Crown Station. (Live studio and rehearsal charges apply)
• Tape furnished free and held for 14 days if used exclusively on Crown Stations. Otherwise standard tape charges apply.
Period. Want more specifics?
Ask the man from Blair-TV.
KGW TV·AM
KING TV·AM·FM
The Crown Stations
OF THE PACIFIC NORTHWEST
KING-TV • KGW-TV • KREM-TV

CHECK ✓ and DOUBLE CHECK ✓✓

✓ WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!

✓✓ One hundred and eleven national and regional spot advertisers know that the Terre Haute market is not covered effectively by outside TV.

WTHI-TV

CBS TELEVISION

CHANNEL 10 • CBS—ABC

TERRE HAUTE

INDIANA

Represented Nationally by Bolling Co.

MONDAY MEMO

from **DR. NORMAN YOUNG,** *director of research, Mogul Lewin Williams & Saylor, New York*

Pants seats won't replace research

Some time ago, I received a letter from a friend of mine in a Los Angeles agency, who, in commenting on a successful media approach, wrote, "See, we didn't need any tv or radio research . . . just flew by the seat of the pants and did tremendously!"

This sort of egregious success without basic research intrigued me. So I decided to survey this field of pants seat automation. Soon I began to worry, for, in this era of labor-saving devices, will I be replaced by a pants seat?

In only a little while I learned there were at least three types of pants seats by which people fly.

The Rank-Order Pants Seat • This is George's pants seat in the phrase, "Let's ask George" where George happens to be one step higher in the hierarchy, therefore needing to know as little about tv as he knows about Tibetan car cards. This pants seat panjandrum has been known not only to declare that black is white, but also to get his assistants to prove it.

Experiential Level Pants Seat • This is the pants seat with a head that keeps saying: "Why, during my 30 years at Sy Coe International where we went from sales of $5,000 to $100,000—an increase of 1,900%, we never touched tv. Little League uniforms did the job." There is nothing wrong with this pants seat that 30 more years at Sy Coe International, a good drink and a place to sleep it off, wouldn't help. Besides, this pants seat can almost double as a mirror, it's been used so much.

Intuitive Skill Pants Seat • Probably the most disturbing (and definitive) pants seat is the "pure" one—where out of nowhere someone "originates" a media plan that "because of my own radio-tv empathic understandings and redintegrative insights, we know that this is the media road along which we should take our advertising sojourn."

My survey also indicated that pants seats invented the hot dog, the electric chair, abstract art and the panic switch. Such distinguished achievements are really a threat, for what research could match these pragmatic results?

Well, I had to face it. The pants seat competition was really extensive. Not only had they done so well in such interrelated and allied fields as mentioned above, they also outnumbered us. Why, everywhere I'd turn I'd see a pants seat. One of my colleagues was already writing a book on the latent talent of the pants seat set. It was called *The Hidden Pants Seats.*

An all-pervasive sense of disquiet engulfed me. Where might it end, I fantasized? Would the pants seats of the world one day unite and with authoritarian éclat brandish their infamous line? My every dream was a concatenation of pants seat caravans, made up of camel-shaped Standard Rate and Data books, reaching Nirvana on a sea of cpm's. Soon I couldn't sleep, so I started to drink.

Dr. Norman Young, before joining Mogul Lewin Williams & Saylor early this year, was director of advertising, media and statistics at Anahist Co. and a research and sales development executive at ABC. A native New Yorker, he earned his Ph.D. and M.A. degrees from Columbia U., an M.A. in education from the U. of Illinois and a B.S. from CCNY. He has served on the faculty of Rutgers, Columbia, New York U., Brooklyn College and Illinois, teaching courses ranging from advanced psychology to mathematics to radio and tv advertising. Dr. Young is a registered practicing psychologist in New York State. At MLW&S, he's in charge of all research activities including air and print media.

Bar to bar. Scotch to gin. The apparition became a kaleidoscope of raw repetitive crushing pants seats rending the machinery of research.

Squish goes the Friden. Squanch goes the Marchant. Immolated is the Monroe —and scientific method; an obituary for my window on the avenue. Goodbye, ol' sun on my resplendent graph paper. Ave Arbitron. (O Nielsen, quo me vertam nescio!)

Pants Seats Explode • But suddenly the ebon clouds of discontent dispersed. It was only yesterday that I received a second missive from my Californian confrere.

It seems this pants seat pilot had been grounded by the client—in a depressive sweat, sentenced to find facts to some vital questions: "Should we have any radio? What would saturation do for us? Is our programming qualitatively right? What is the relation of media pressure to advertising share? What per cent of the metro potential are we reaching? What's the most efficient way to reach the adolescent audience? Etc."

Yes, his pants seat had failed, burned up. In despairing melancholy he had to turn to research.

A transcendent elation transported my soul; our livelihood was not yet in jeopardy, for we were still useful. At least until they make asbestos pants seats, and as long as there are panic buttons, we, the sampans of advertising, stand ready to embark on a steady, unspectacular course of progress . . . knowing, of course, that we shall be ever jousting in the lists, with mace and sliderule, against the purveyors of pants seat puerility ad Armageddon.

. . . or, there's no substitute for facts

Picture Q*

*What's your WOODquotient?

WOOD-AM has the greatest share of audience during the morning rush hour. How much greater than the 2nd station?

(Car radios and all others are tuned to WOOD 30% more than the 2nd station; 108% more than the 3rd station)*

Sun-burned vacationers listen to WOOD, too. How many lakes — with or without beaches — in greater WOODland?

(739 lakes, not to mention about 60 miles of soft, sandy shore along Lake Michigan)

Who is the only radio weather forecaster in WOODland who has had actual meteorological training and experience?

(Frank Slagmaker, exclusively right on the WOOD-AM-TV, and usually right on the weather)

In addition to the best coverage of local news, WOODlanders get direct non-network reports from Washington, D.C. How come?

(WOOD's full-time Washington correspondent reports on capitol occurrences of particular interest to WOODlisteners)

How to rate your WOODquotient:

0 right — No doubt you have a persecution complex, too
1-2 right — Courage! You'll make it someday
3 right — The Katz man will give you all the answers
4 right — How long were you a resident of Grand Rapids?

*WOOD-AM is first—morning, noon, night, Monday through Sunday
March '59 Pulse Grand Rapids—5 county area

WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV — NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing.
WOOD — Radio — NBC.

OPEN MIKE

Official business

EDITOR:

In answering requests submitted to us by Members of Congress, we frequently find highly pertinent information or statements in . . . BROADCASTING. Members often request copies of this material to keep in their files or to use in their correspondence. In such cases it is, of course, necessary for us to obtain permission to reproduce any copyrighted material—whether by photostat, verifax, multilith, or other processes.

It would be greatly appreciated if you would be willing to authorize us, on request of a Member of Congress and for his official use either in legislative matters or in connection with his correspondence, to reproduce from copyrighted volumes issued by your organization.

. . . Our present request is . . . based on the potential contribution to the advancement of the public business and is buttressed by the time factor, which plays so important a part in the deliberation and correspondence of Congress.

Hugh L. Elsbree
Director, Legislative Reference Service
Library of Congress
Washington 25, D. C.

[EDITOR'S NOTE: We are glad to grant you permission to quote from the weekly issues and the Yearbook as requested.]

Keep fm growing

EDITOR:

The specific comments of WWDC-FM Washington's Ben Strouse [asking present 88-108 mc fm band remain intact (BROADCASTING, June 29)] to the FCC in regard to the depth study of non-government services in the 25-890 mc band this past week stand for an entire phase of our industry.

Broadcast-minded people across the nation are helping fm get back on its feet . . . If the momentum gained by fm broadcasters in the past year can be coupled with the new vigorous attitude expressed recently by local and national progress, this medium will settle into the basic service originally intended for the interest of the public.

David Green
Telesound Corp.
Box 1144
Kansas City 41, Mo.

McCann is Coke agency

EDITOR:

In your excellent story in the June 1 issue (page 85), BROADCASTING has given us some credit which we don't deserve.

The story, which mentions the

PERSONALITIES can make your sales sing, too on...

"Local Live" means a lot on WRAL-TV, the regional station with the regional personality. Viewers have a feeling of warm friendship with such well known performers as the "Tempus Fugit"* funsters and straight talking Bill Armstrong* with the news.

**Tempus Fugit 1-1:30 p.m. Mon. thru Fri.; News 6:10-6:25 p.m. Mon. thru Fri.*

These and many others provide the individuality that makes Raleigh-Durham Channel 5 your personality station. All this, plus NBC from TODAY to JACK PAAR and choices from ABC—no wonder WRAL-TV has been "tops" in every ARB and Nielsen survey, sign-on to sign-off, since it began operations! Check availabilities today.

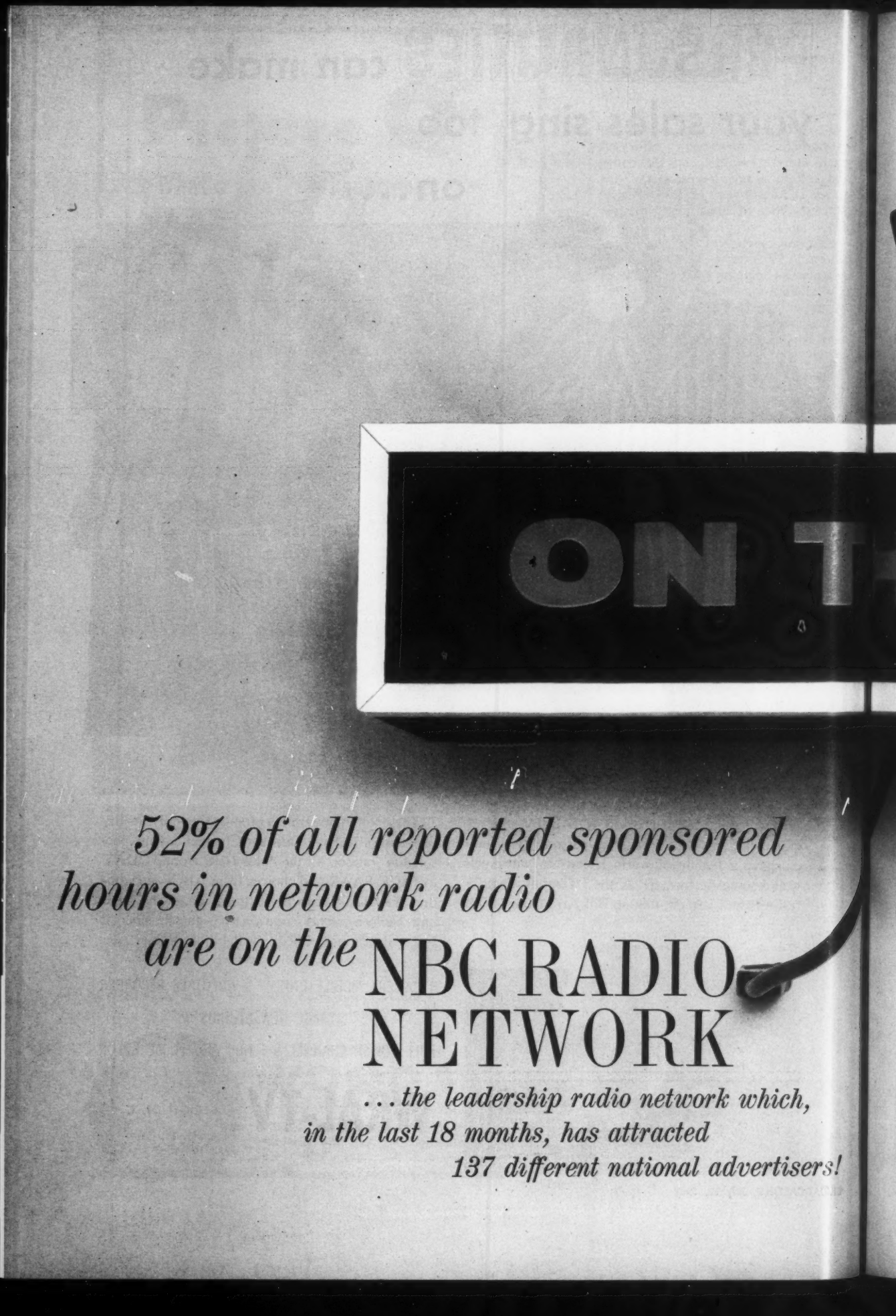
4 CAMERA MOBILE UNIT • VIDEOTAPE RECORDER

LARGE NEW STUDIOS

FULL POWER CHANNEL 5 • NBC AND LOCAL COLOR

WRAL-TV RALEIGH, N. C.

REPRESENTED BY
H-R, INC.

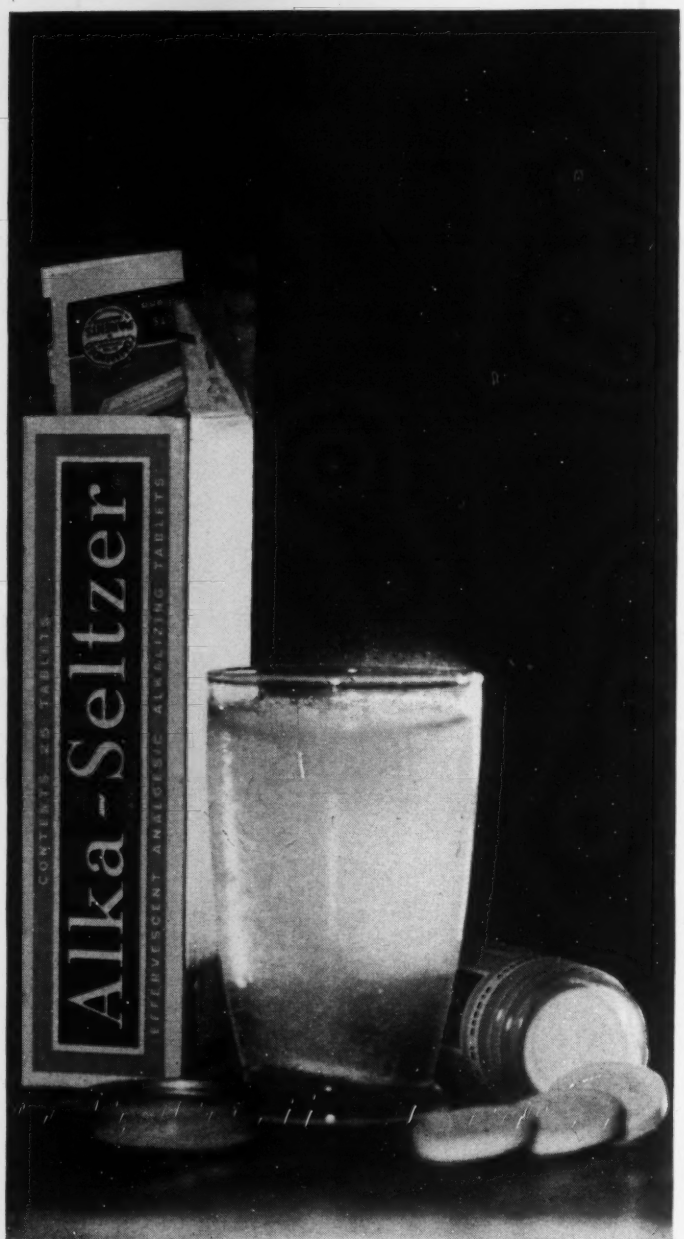


52% of all reported sponsored hours in network radio are on the

NBC RADIO NETWORK

. . . the leadership radio network which, in the last 18 months, has attracted 137 different national advertisers!

s!



ADVERTISED IN EASTERN IOWA ON KCRG-TV, CHANNEL 9

Miles Products, Division Miles Laboratories, Inc. is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why. Minneapolis: Harry S. Hyett Co.

ABC
IN IOWA'S NUMBER 1 TV MARKET

KCRG-TV Channel 9

Joseph F. Hladky, Jr., President
Redd Gardner, General Manager
Eugene E. McClure, Commercial Manager

KNUZ Hi-Fi Club in Houston, lists Coca-Cola as the sponsor, which is correct, but lists the Max H. Jacobs Agency as placing the account, which is not correct. We are public relations counselors for KNUZ. . . . The Houston office of McCann-Erickson represents Coca-Cola and has been handling the advertising and promotion aspects of the Hi-Fi Club sponsorship by Coca-Cola. . . .

Incidentally, the membership of the KNUZ Hi-Fi Club . . . is now 46,000, which we understand is the largest Hi-Fi Club membership in the country. (Chicago is running second with about 40,000 members, so we hear.)

Vance Newell
Max H. Jacobs Agency
Houston, Tex.

EDITOR:

. . . In this article you refer to KMOX in Monroe, La. That should have been KNOE Monroe, La.

Edd Routt
KNOE Monroe, La.

[EDITOR'S NOTE: We're sorry for the mix-up. Everybody knows KMOX is in St. Louis and KNOE is in Monroe.]

New England story

EDITOR:

I had the opportunity this last week to read your article on New England in the June 22 issue. I do want to commend you . . .

It was a very complete survey and one that does much to point up the assets of the area. At the same time it does not ignore our liabilities—we have them and so does every area of the country.

Gardner A. Caverly
Executive Vice President
The New England Council
Boston

EDITOR:

. . . We would like very much to take hold of this story and push it for all it is worth . . . how much would it cost us to get 1,000 reprints?

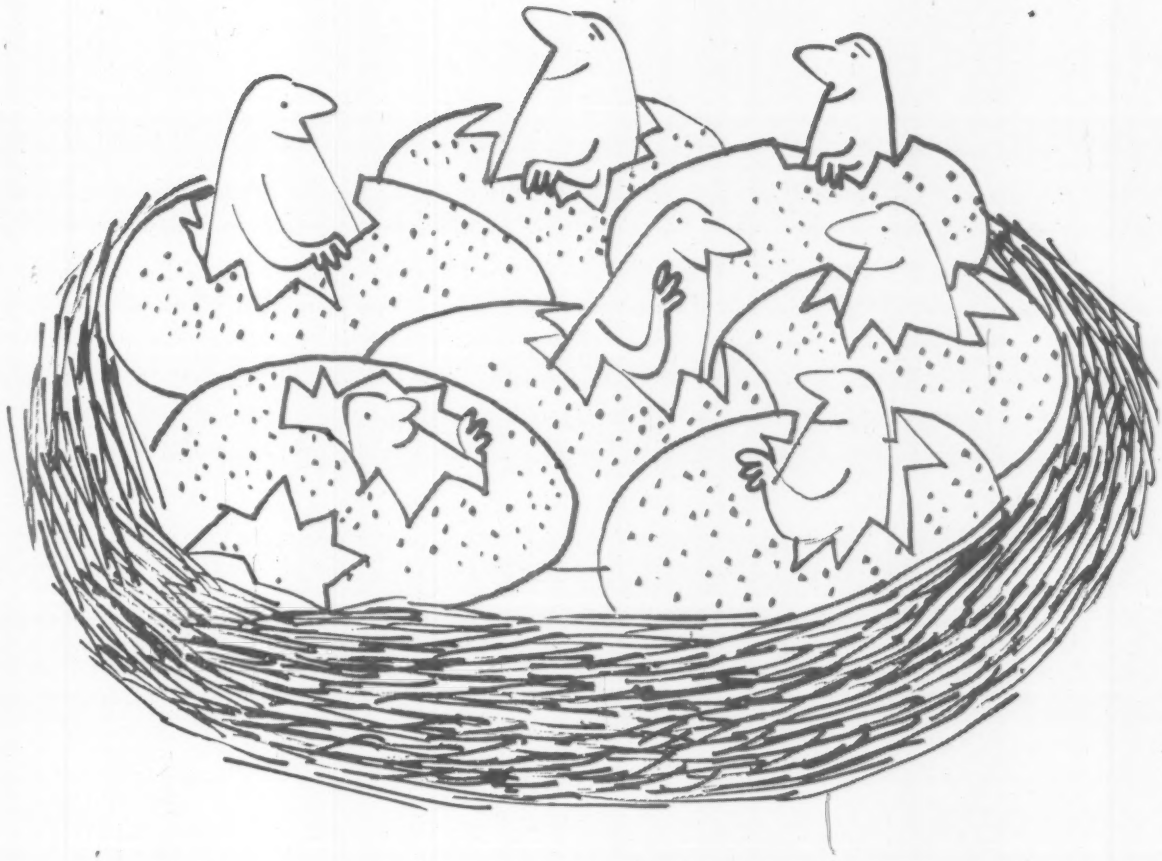
Walter E. Knight
Greater Boston Chamber of Commerce

[EDITOR'S NOTE: Reprints of "What's Really Happening in New England" are available at 20¢ each.]

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.



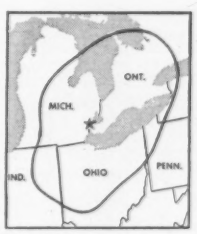
SEVEN . . . IN ONE SWELL SWOOP

Anybody who has septuplets is entitled to crow. So stand back . . . WJR has just given birth to seven lively hours of new daily programming, and we're mighty proud. Brand-new WJR-originated shows fill the time made available when we discontinued our network affiliation.

Now, more than ever before, we can provide our audience with complete-range programming . . . programming with something for everyone.

This is nothing revolutionary for WJR. It's an extension and improvement of a long-standing, long-successful policy—live WJR-originated shows, tailored to suit the many different tastes and needs of the 17 million people in our signal area.

A station which gives the most in programming, gets the most in audience respect and response. And the advertiser who specifies WJR places his message where it will do him the most good. See your Henry I. Christal representative.



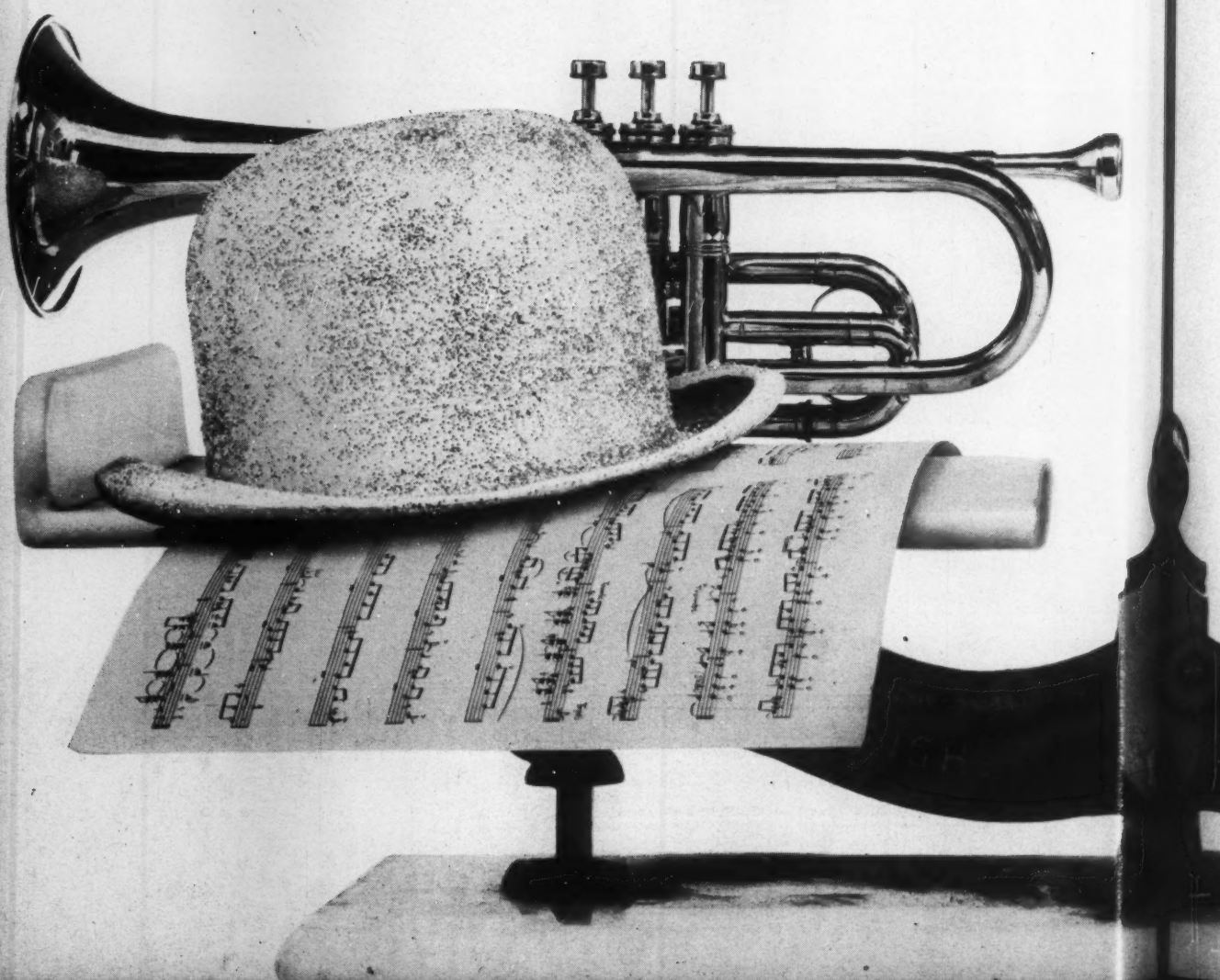
WJR's primary coverage area—over 17,000,000 people.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

BALANCE! The CBS Owned stations devote the same care and production values to programs in the public interest as they do to their entertainment schedules.

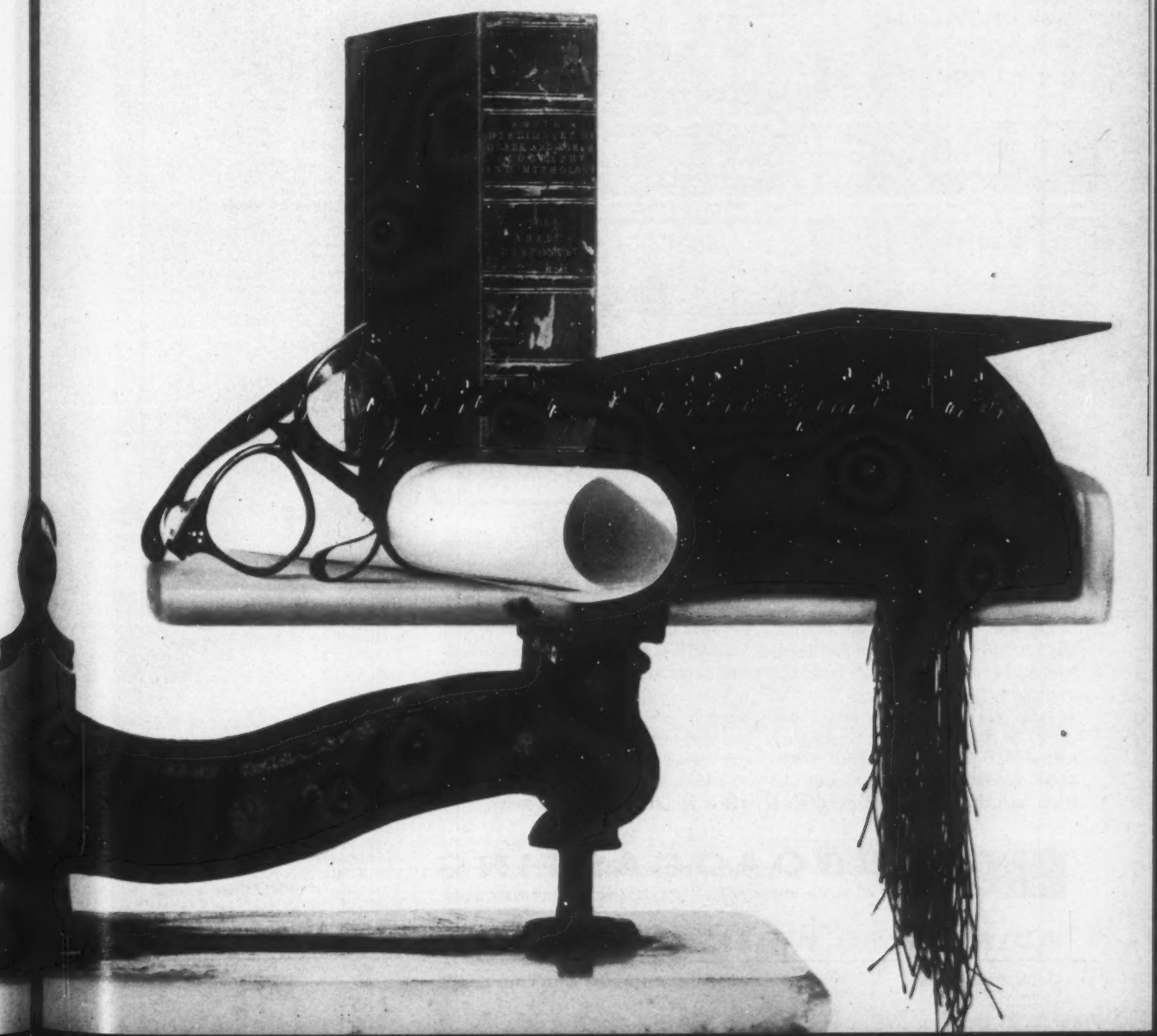
As proof: since the beginning of the year, *news, information* and *education* programs on the five stations have won a total of 36 awards, plaques and honorable mentions.

To cite but a few . . . of three Sigma Delta Chi television journalism awards, *two* went to CBS Owned stations. *Five* local "Emmys" (including a Special Station Achievement award) went to CBS Owned stations for public affairs programming. *Four* awards and honorable



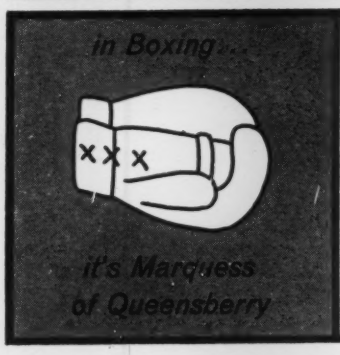
mentions given by the Ohio State University Institute for Education by Radio-Television . . . a Sylvania award . . . a National Headliner Silver Medallion . . . and so on.

Unquestionably, it is the continuing *commercial* success of CBS Owned stations' entertainment schedules which makes possible the major-budget community service programs that attract large audiences. And thus insures the program balance—entertainment and information in generous measure—indigenous to WCBS-TV, NEW YORK; KNXT, LOS ANGELES; WBBM-TV, CHICAGO; WCAU-TV, PHILADELPHIA; KMOX-TV, ST. LOUIS. **CBS TELEVISION STATIONS**



CKLW • CKLW-TV GUARDIAN BLDG. DETROIT

ROBERT E. EASTMAN & CO., INC. Natl Radio Rep — YOUNG TELEVISION CORP. Natl TV Rep — J. E. CAMPEAU President



in TV and Radio...

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In the squared circles of prizefighting, the 8th Marquess of Queensberry gets credit for establishing authoritative standards upon which today's rules of boxing are based. More competitive than anything this 19th Century Englishman ever knew, however, is our business of broadcast advertising. To enter the ring of television or radio, you have to **know** what you're doing – or else. That's why so many busy people look to **BROADCASTING YEARBOOK** as the authoritative standard for latest facts about these twin media (and **keep** looking, all year 'round, whenever they need information). The 1959 **BROADCASTING YEARBOOK** soon goes to press, packing a power-punch of data between its covers that will serve the needs of over 16,000 subscribers in broadcast advertising. If **you** have some facts of your own for them, **your** message will enjoy a guaranteed gate of profitable attention month after month. There's still time before the first round bell: deadline for proofs, July 1; final deadline, July 15. **Call or wire collect to reserve space.**

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

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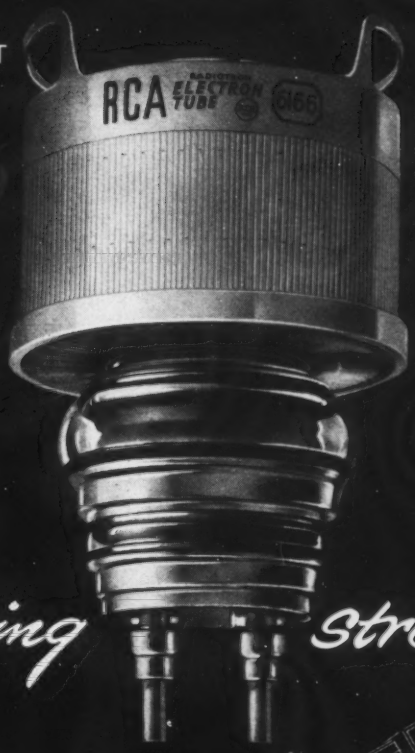
CHIEF ENGINEER'S REPORT

Our RCA-6166 has run up 20,020 hours on-air . . . and going strong"



RCA-6166 – The forced-air-cooled tetrode that made high-power VHF television broadcasting practical.

Chief Engineer Harrison E. Brooks displays an RCA-6166 . . . still usable after 20,020 hours of service.

Says Chief Engineer H. E. Brooks of WBAL-TV about RCA-6166's:

"In my opinion the 20,020 hours of service we've obtained from one RCA-6166 is an economic milestone. This tube is one of twelve we have in service that have been closely watched from the day we put them in. We make regular voltage checks, inspect the forced-air system, and keep all tubes clean. The tube, by the way, never did fail; it is still usable."

This is another example of what many television stations like WBAL-TV are discovering: *With proper care, their RCA power tubes will frequently provide unusually long service.* Performance like this pays big dividends in lower "per hour" tube cost of operation, sharply reduced transmitter maintenance and downtime.

See your RCA Industrial Tube Distributor for RCA's complete line of tubes for broadcast and television operations. Call him for prompt, efficient service.

RADIO CORPORATION OF AMERICA

Electron Tube Division **Harrison, N.J.**

Close your eyes and listen . . . . . yes, it's the one and only! You'd know that sound anywhere - that "quality touch" which separates the champion from the field.

There's an important difference like that, too, among radio and television stations of today.

WFAA

radio & television

dallas

BROADCAST SERVICES OF THE DALLAS MORNING NEWS ■ EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

July 13, 1959
Vol. 57 No. 2

HOW BIG A STICK AGENCIES SWING

- **Top agency executives explain how they protect clients' money**
- **But they say tv networks do and should control own schedules**
- **Their testimony is a cram course in big-time network television**

Agencies take a parental role in the development and production of their clients' television programs, but the networks have the final say.

And that's the way it ought to be.

This is the view of seven of television's leading agency practitioners, as presented in three days of testimony before an FCC hearing examiner in New York last week. There was nothing to indicate that the four remaining witnesses scheduled to appear Friday (July 12) would take violent exception to this concept (see AT DEADLINE, page 9).

The agency hearing, part of the FCC's massive overall inquiry into network television programming (BROADCASTING, May 11), explored the agency's role from campaign conception to program presentation. The testimony produced few instances of seriously conflicting views among the witnesses (who for the most part said they didn't like controversy to get into their clients' programs either).

Hour Shows • Much of the questioning centered around this year's trend toward hour-long programs, often sold on a participating basis, and the increased number of "specials." Did not the hour series, mostly controlled by the networks (and naturally so, according to at least some agency executives) limit an advertiser's chances of placing an independently produced program in prime time?

Yes, there would be fewer half-hours available. But witness after witness maintained that the hour-long programs add flexibility, and many felt this enables smaller advertisers to buy prime-time exposure and gives big advertisers a chance to spread their investments over several shows rather than a few. Some felt the overall tightness this year hurt small advertisers' chances, but they also said their own agencies had not been adversely affected.

One agency expert, however, thought the hour-show trend had gone about far enough. He was Peter G. Levathes, vice president in charge of Young & Rubicam's program department, who said he counted 33 hour-long programs —a record—on the network's nighttime schedules for fall. While Y&R hasn't been hurt as a result, he said, continuation of this trend to its ultimate conclusion could mean that historic buying formats might go out the window and "run-of-schedule" advertising, a la buying into magazines, come into being. This, he said, could deprive sponsors of important advantages, such as identification with a specific show and the merchandising possibilities that go with sponsorship.

Differences in Degree • Fluctuations in the degree of network control over programming also were emphasized in the questions and answers. In 1956-57, it was generally agreed, there was a seller's market, with nighttime openings hard to find. It was generally agreed, too, that a year ago the situation was much different. The emergence of ABC-TV as a competitive third network, plus the softness in the national economy, made more network time available and easier to buy and fill. This year, with sales closed earlier and more hour-long productions in the lineup, the buying situation is tighter.

In their questioning, FCC counsel repeatedly stressed that the networks this year not only are putting on more hour-long programs and specials, but also in many cases slotted them at de-

United front • Key men called by the government from rival agencies were generally in harmony with minor variations on a single theme: tv programming is the result of teamwork between agency and network, each playing its proper role. Seen here during a break in the hearings: (l to r) George A. Elber, tv counsel for Benton & Bowles and member of Davis & Gilbert law firm; Thomas J. McDermott, formerly senior vp in charge of radio and tv with Benton & Bowles, who is joining Four Star Films, Hollywood; Peter G. Levathes, Young & Rubicam vp in charge of radio and tv; Dan Seymour, radio-tv vp with J. Walter Thompson, and John DeVine, vp in charge of radio and tv administration, JWT.

Awaiting their turn • The first day's witnesses all told substantially the same story of an agency's role in tv: show development but no schedule control. Ready here to testify in detail are (l to r): Richard A.R. Pinkham, senior vp in charge of radio-tv, Ted Bates Inc.; Robert L. Foreman, BBDO executive vp for creative services; Larrabee M. Johnson, assistant business manager, Bates tv department, and Harold J. Saz, vp and radio-tv business manager, Bates.

finite periods in their schedules before they had been sold to advertisers.

Although the agency phase of the hearing was slated to wind up Friday, the question of "network control" of scheduling is due to rise again July 21. Chief Hearing Examiner James D. Cunningham, presiding over the inquiry, last week ordered a session for that date to hear testimony of Charles B. Ryan, director of merchandising and advertising for Firestone Tire & Rubber Co., and other Firestone officials.

This session, to be held in Washington, undoubtedly will deal with the *Voice of Firestone*, long time radio-tv program once bumped off NBC and more recently dropped by Firestone from ABC-TV after that network insisted on moving it to a new time period. Howard Barlow, orchestra conductor on the program, also was listed as a witness.

Agencies' Role • The agency executives' testimony regarding their own part in the creation, development and production of programming was broadly uniform. The agencies review pilots, scripts and program ideas in the search for suitable material for their clients, and they also come up with program ideas of their own. They do little actual production on their own, but they keep experts on the scene as liaison and to see that standards of good taste and the client's objectives are adhered to.

C. Terence Clyne, senior vice president of McCann-Erickson estimated—and none of his colleagues questioned the figure—that McCann reviewed 225 to 250 pilots in the last three months, 90% of them new investments. At $50,000 apiece these would represent outlays exceeding $10 million.

Although their contracts generally do not give them wide-scale rights over production, the witnesses indicated, in actual practice their influence is broad. Robert L. Foreman, executive vice president for creative services of BBDO, for instance, said that no network show in which a BBDO client is the single or an alternate-week sponsor goes on the air without BBDO approval.

The executives also were generally agreed on an agency's responsibility to its clients: to present the best possible show, attract the audience the client wants to reach, keep in mind the policies and objectives of the advertiser, and in general win the good will of the public. Nor was there much variation on the agency's responsibility to the public: to see that nothing offensive appears, that quality be kept high, standards of good taste maintained and the levels of programming elevated insofar as possible.

Other highlights of the hearing, held before Chief Examiner Cunningham with FCC attorneys Ashbrook P. Bryant and James F. Tierney handling the questioning and with Boardcast Bureau Chief Harold G. Cowgill and Acting Chief James Sheridan of the bureau's economics division sitting in, are presented in the following running account:

First on Stand • As lead-off witness Tuesday morning (July 7), Mr. Clyne appeared to lay the groundwork in that he was asked to provide substantial details, a process which took the entire day.

McCann's network tv billing was estimated at $65-70 million out of a total tv billing of some $85 million. The agency, Mr. Clyne said, bills $200 million domestically, another $60 million overseas and "a little over $100 million" in all broadcast media.

Mr. Clyne, who has been a top executive at McCann for the past five years and before that was associated for years with the Biow Co. (and the Bulova watch account), then was asked to outline the steps at the agency through which a marketing plan must go.

This was described by Mr. Clyne as the "basic plan" or "selling proposition" which originates with the product group. Creative problems are handled by McCann's creative plans board while the choice of medium is up to the marketing plans board. The selling proposition then proceeds to the plans review board (which Mr. Clyne headed at McCann for four years) and, if approved, is submitted to the client. If turned down, the plan returns to the product group and is channeled through the same route again.

When Tv • What decides whether tv is the right vehicle for a given cam-

On the bench • James D. Cunningham, chief hearing examiner of the FCC, went to New York last week with Commission lawyers to hear advertising agency executives on their home ground. The hearings on the agency's role in tv were part of the FCC's massive inquiry into network television programming.

A good SALESMAN follows-through...

and so does a good STATION!

YOUR best salesmen make more repeat sales because they know the value of "plus" service and follow-through! They're not interested in the "quickie sale" or the "fast buck."

WHO Radio has this same "sales savvy"! For example, trained WHO merchandising teams work directly with food and drug retailers in 76 of Iowa's 99 counties to provide hard hitting point-of-purchase services for many leading advertisers. These special "plus" services make it easier for Iowans to buy more of the products they've heard *most* about on WHO Radio!

And far more Iowa people listen to WHO than listen to any other station. The Feb.-March, 1959 Pulse gives WHO from 18% to 35% of the listening audience in 93 counties—the balance being divided among 88 other stations!

WHO Radio is an experienced, dependable salesman who *follows-through*. Ask PGW for all the details on WHO Radio's ability to sell in "Iowa Plus."

WHO

for Iowa PLUS!

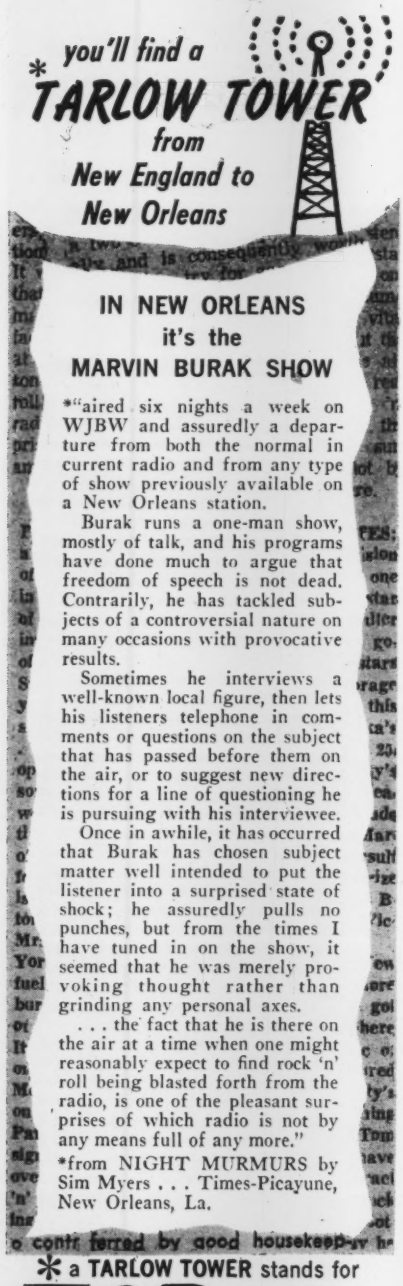
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines, WOC-TV, Davenport

Peters, Griffin, Woodward, Inc.
National Representatives


you'll find a
TARLOW TOWER
from
New England to
New Orleans
IN NEW ORLEANS
it's the
MARVIN BURAK SHOW
*"aired six nights a week on WJBW and assuredly a departure from both the normal in current radio and from any type of show previously available on a New Orleans station.
Burak runs a one-man show, mostly of talk, and his programs have done much to argue that freedom of speech is not dead. Contrarily, he has tackled subjects of a controversial nature on many occasions with provocative results.
Sometimes he interviews a well-known local figure, then lets his listeners telephone in comments or questions on the subject that has passed before them on the air, or to suggest new directions for a line of questioning he is pursuing with his interviewee.
Once in awhile, it has occurred that Burak has chosen subject matter well intended to put the listener into a surprised state of shock; he assuredly pulls no punches, but from the times I have tuned in on the show, it seemed that he was merely provoking thought rather than grinding any personal axes.
. . . the fact that he is there on the air at a time when one might reasonably expect to find rock 'n' roll being blasted forth from the radio, is one of the pleasant surprises of which radio is not by any means full of any more."
*from NIGHT MURMURS by Sim Myers . . . Times-Picayune, New Orleans, La.
a TARLOW TOWER stands for
TOP
AUDIENCE
PROGRAMMING
TALENT
RESULTS
**Associated with WLOB and The Maine Lobster Network, Portland, Me.; WHIL, Boston-Medford, Mass.; WARE, Ware, Mass.; WWOK, Charlotte, N.C.; WJBW, New Orleans, La.
TARLOW ASSOCIATES
SHERWOOD J. TARLOW, PRESIDENT
WHIL—National Rep.: Grant Webb Co.
WWOK, WJBW, WHYE—National Rep.: Richard O'Connell Co.
WARE—National Rep.: Breen and Ward Co.

paign and whether spot or network is to be used? Mr. Clyne's views:

A main factor in whether to use television is the budget. It should total $1 million for tv to be considered at all, he said, and if network is a consideration, a minimum of about $2.7 million for time and talent would be required to sponsor a regular nighttime half-hour program on an alternate-week basis. But an advertiser is advised to budget at least $1 million above that figure.

A product with national distribution and with available dollars has met the criteria for network, while a product with regional distribution and which is seasonal can be considered generally for spot.

No Budget Limit • Mr. Clyne noted that Bulova's total advertising budget a few years ago was at the $6 million level, all of it in tv, bringing up a question by Mr. Bryant of budgetary limits in network tv. Mr. Clyne said there were none.

It was Mr. Clyne's opinion that most products lend themselves to some degree to network tv advertising but he acknowledged that certain products found tv more useful than others.

Said Mr. Clyne: Well over 90% of products could use tv profitably.

Continuing his primer on tv advertising, Mr. Clyne listed the considerations of influence which motivate entry in network tv. Detergents and soaps aim for the consumer primarily, while auto companies all seek to influence the dealer as well as the consumer. Still others: the go-out-and-buy-it-tomorrow approach for impulse items; the when-ready-to-buy approach, making the viewer aware of a specific brand, so he will turn to it when he does buy.

As for "ideal" factors in the selection of network tv, Mr. Clyne said he would list the chief ones in this order: maximum circulation (more homes), dimension (corporate image creation), influence (get more people to buy the product); excitement, newsworthiness and program ability to make the dealer "happy" to be associated with the product or show.

Mr. Clyne was explicit in pointing out that in program production no financial commitment is made by McCann, that its normal function is to "contribute creatively" but not financially in encouraging the development of new programming. In specifics, Mr. Clyne noted that the *Gale Storm Show* had been created originally for Nestle on the merit of script alone and placed in a Saturday, 9-9:30 p.m. spot in its first season on the air in order to reach young people. Said he: It was tailored and produced for Nestle. He also cited this program as an example of a show created for its appeal to the client and the advertising objectives of the sponsor.

Pilot Parade • Mr. Clyne snapped the audience to attention with his estimate that McCann in the pre-season period views 225-250 pilot films proposed for production as series. And, he reckoned, about 90% of this number "were new investments" at a production cost of $50,000-$70,000 per pilot.

About 25 of these pilots, Mr. Clyne estimated, were episodes of programs already shown on networks but re-offered as ideas for new series. He gave as an example *The Rifleman* on ABC-TV, which was an outgrowth of an episode in *Zane Grey Theatre*.

He said the agency usually wants to see scripts or storylines of other episodes beyond the single pilot in a proposed series. Of live shows, Mr. Clyne noted that the situation was different except that often a kinescope is available.

The Buying Method • As to buying procedure, Mr. Clyne said that by the June and July period preceding a new network season the agency has already seen in pilot, script or idea form three-fourths of all film product available and that by March or April it has had 50% of all pilots presented to it.

In discussing program approval, Mr. Clyne noted that about 95% of network programming (nighttime) has dual sponsorship, which, he said means each program is subject to three "approvals"—by the two advertisers who seek to share in the show, and by the network which must consider how the program fits in with its lineup for that night.

He acknowledged Mr. Bryant's assertion that the agency must be able to determine the position of a show on a network before recommending it to a client. He thought, too, that the high incidence of dual sponsorship increased the possibility of disagreement on the time period but felt the networks were understanding and had an "open mind."

Other estimates by Mr. Clyne:

At McCann, the casualty rate of network shows is considered to be at 70%; agency-producer joint program creativity has been representative of 25-30% of the McCann network lineup in the past three years, and the contract length for new shows on the network has changed from a "condition of sale" of 39 new shows and 13 repeats to a less stringent requirement.

Mr. Clyne said there are situations now where the agency contracts for 13 new shows only with renewal options, which he considered an ideal procedure although producers resist it because of the economics and the belief that 13 shows do not allow enough exposure for realistic appraisal.

How much authority do agencies exercise over program content in independently-produced shows?

Mr. Clyne said technically his agency

WNOE Wins The Battle Of New Orleans

NOW NO. 1 in NEW ORLEANS

"FIRST We Took The Countryside,

Latest A. C. Nielsen Station Index (Dec.-Jan. 1959)
Latest C. E. Hooper (Biloxi-Gulfport, Miss.)

AND THEN We Took The City!"

Latest A. C. Nielsen Station Index (Dec.-Jan. 1959)
Latest C. E. Hooper—New Orleans (May-June 1959)

Wnoe
50,000 Watts, 1060 KC
NEW ORLEANS

James A. Noe, Jr., Vice President & General Manager
Cleve J. Brien, General Sales Manager
Bud W. Connell, Program Director
Represented nationally by **Avery-Knodel, Inc.**

can exercise a "veto" in two areas—in matters of taste (as it affects the public) and in corporate policy (how subject matter may affect the interests of the client).

But, he explained, the agency's function in the programming field in practice is broader than that spelled out in the formal contract with the producer. Mr. Clyne and his agency colleagues repeatedly emphasized that the professional producers have by experience learned what is acceptable to advertisers, and when differences arise, the parties involved reach an understanding on their solution. He gave as examples of agency imposed limitations on subject matter:

A story which would tend to depress viewers, treat extremes such as misery or desolation which are not the norm, or instances which are isolated from actuality. The taboos regarding client policy remain the same in multiple-sponsored shows, he explained, though influence here is not as "extreme" as in cases of full sponsorship.

Mr. Clyne was led into a discussion of the compatibility of product and program. He said Buick Div. of General Motors Corp., a McCann client, found *Wells Fargo* (NBC-TV) provided not so good an atmosphere for a commercial about a modern automobile as the climate generated by Bob Hope in his shows.

Result: Buick has dropped *Wells Fargo* and contracted for Hope programs again next season.

On Specials • They cost in total about 50% more than the regular series' episode in that time spot. On the average they don't reach as many homes, they cost 25% more for time (no discount) and 2½ times more for production but are justified for certain advertisers because of the image presented for the client.

Mr. Clyne feels the networks have authority over programming. In 1957-58 and before, he said it was a case of networks enforcing a take it or leave it programming policy on advertisers. But in 1958-59, ABC-TV emerged as a "national network," with improved facilities and strides in programming, giving the advertisers an opportunity to reach almost as many people as on CBS or NBC.

On top of this, said Mr. Clyne, the loosening economy combined to make the networks far more amenable on program matters. McCann-Erickson, he testified, could better implement both the selection and placement of programs. He continued: The average of time unsold then was 20%.

For the upcoming season, however, networks have reasserted a strong authority in programming, the schedules are sold out 90-95%.

Mr. Clyne agreed that there is a trend to hour-long programming which is for the most part network financed or network licensed (from independent producers) and that 60-65% of all nighttime programming is produced by the networks or consists of shows acquired by them from independent producers. He denied that networks exercise excessive control of programming, however.

Mr. Clyne, and others after him, said news was not a salable item in general because it would not attract so high a circulation as entertainment programs. But, he pointed out, public affairs programming has "somewhat" more advertising support than news shows.

He said next season would see real promise in tv network programs and that the ultimate responsibility in programming both in the selection and scheduling must remain with the networks.

Next Day, New Witness • Robert L. Foreman, BBDO executive vice president for creative agencies, on Wednesday ran through BBDO's procedures in mapping a tv campaign, which he described as being in general an approximation of those outlined by Mr. Clyne for McCann. He placed BBDO's U.S. billings at about $200 million.

Mr. Foreman thought it possible to conduct a national network tv campaign with less than Mr. Clyne's estimate of $1 million, by using daytime and other less expensive periods. And $300,000, he said, can do a "very efficient" job in prime time on a "scatter" or seasonal basis. But for a network nighttime alternate-week half-hour, year-round, he put the price at $2.5 million—and pointed out that most campaigns use other media as well as television.

First on the stand • C. Terence Clyne, McCann-Erickson senior vp, sums up the agency's role in programming: development of material, little production but a lot of liaison in the client's interest. M-E looked at 225-250 show pilots in the last three months, fulfilling the development function, he said.

Mr. Foreman also observed that program pickers are not infallible.

"When Louis Cowan [then a packager, now president of CBS-TV network] came to me with the idea for *$64,000 Question* on two sheets of paper," he volunteered, "I said it wouldn't work." He concluded that often "the idea is not so important as the execution of it."

He said BBDO research showed some types of show worked better than others for a specific product. For example, *Lassie*, a family show, does a sounder job for Campbell soup than, say a western would.

Armstrong Circle Theatre, conceived by BBDO, was cited as a program which doesn't have the highest ratings but nevertheless reaches millions and has a format that "we think is ideal for Armstrong Cork." This show, he said, is designed to reflect the sponsor's image.

What They Won't Buy • Discussing agency limitations on subject matter, and asked specifically about controversial material, Mr. Foreman pointed out that most advertisers do not want to spend their dollars to stir up controversy which may hurt their business. "It's just bad business to do this."

When problems arise involving sponsor's policies in programming, Mr. Foreman said, they are worked out in conferences with representatives of network and producers. There are relatively few disagreements of this sort, "certainly on a successful show," he asserted.

In the case of a sponsored newscast, he said in answer to another question, the agency would have "no control whatsoever" over the program.

Lessening Production Role • The BBDO executive acknowledged that agencies produce fewer programs in tv then they did in radio. But he thought it was basically because tv programming requires so many more people that production is economically less feasible for agencies.

On the question of network willingness to accept "outside" packages, he agreed with Mr. Clyne that the national economic situation is a strong determinant. A year ago, with the recessive economy and also with ABC-TV coming up as a competitive force, there were more open spots in network schedules and it was easier to get shows accepted.

But all this, Mr. Foreman maintained, is less important now because the com-

RADIO-TELEVISION 39

Can McLendon Pull Off in Frisco What Hasn't Been Done in Decade?

By BILL STEIF

Oakland, Cal., May 19.

Gordon McLendon's acquisition of an o'd-line pops station, KROW, from Sheldon Sackett and his announced "good music" policy for this outlet has given rise to a cyatical questica in the Frisco radio in-

Wednesday, May 20, 1959

VARIETY . . .
WE DONE DID IT!

WESTERN UNION

TELEGRAM SF-1201

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

SYMBOLS
NL=Night Letter
LT=International Letter Telegram

W. P. MARSHALL, PRESIDENT

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

(1147 PMC JUN28 59) DE004
D LLC177 NL PD MF DALLAS TEX 28
ROBERT LANDRY
VARIETY.
154 WEST 46 ST NEWYORK NEWYORK
IN RESPONSE TO YOUR VARIETY STORY MAY 20 ISSUE, KABL MUSIC
HAS DONE DID IT IN SAN FRANCISCO STOP. JUNE 10-16 HOOPER
SHOWS OUR NEW KABL MUSIC IN JUST THIRTY DAYS HAS JUMPED TO
10.5PERCENT SHARE OF AUDIENCE. ONLY KSFO LEADS US BY ANY
REAL MARGIN. KABL ALREADY HIGHEST RATED GOOD MUSIC STATION IN
HISTORY TO BE IN FIRST PLACE IN METROPOLITAN AREA. AND,
BY THE WAY, DON'T CALL IT FRISCO. REGARDS.

GORDON B MCLENDON PRESIDENT KABL

KABL HAS SAN FRANCISCO OFF ITS TROLLEY!

Represented nationally by the Daren F. McGavren Co.

Allied with:

KLIF	KILT	WAKY	KTSA	KEEL
Dallas-Ft. Worth	Houston	Louisville	San Antonio	Shreveport

plexion of programming has changed. With some sponsors going into specials and the number of hour-long shows increasing, he explained, network selling has taken on new flexibility.

He revealed that B.F. Goodrich, a BBDO client, is negotiating for co-sponsorship with Bell & Howell, a McCann-Erickson account, of a public affairs series of specials, *Face of Our Times*, on CBS-TV next season. (Mr. Clyne mentioned this series to illustrate advertiser support of public affairs programming in prime time.)

For the upcoming season, Mr. Foreman said, three of BBDO's regular series are from network sources and six from independents; three of its specials come from networks and 23 from independents.

He stated firmly that selection and scheduling of network programs must rest with the networks and that for local stations to exercise program authority in today's world was not realistic. The economics of the business, he said, were against this.

Bates Witness • Richard A.R. Pinkham, former NBC-TV program vice president and now Ted Bates Inc. senior vice president in charge of radio and television, estimated Bates' total billing at "slightly over $100 million," with broadcast billing about $80 million, $72 million of which was in tv and broken down 50-50 between network and spot.

Marketing decisions at Bates, he said, did not follow the routine of plans boards but took the route of account supervisors and staff meetings with agency management.

Mr. Pinkham testified that he usually entrusts programming to, or chooses series from, producers who have shown themselves to be professionals. Some producers, he said, may spend $65,000 for a pilot and take three months to produce it carefully, but then, once the series has been sold, turn out episodes at $40,000 apiece and take three days to produce them. Only the professionals can be permitted to go ahead on that basis, he felt.

Asked by Mr. Bryant if this would be a factor making it more difficult for the independent producer who is not so well known, Mr. Pinkham replied: "Thank goodness, that's not my problem."

Filter Showdown • As for advertiser policy taboos, he cited a filter cigarette advertiser who he said demanded that villains smoke only non-filters—and a reverse policy by a non-filter cigarette advertiser.

Yet, Mr. Pinkham continued, there are not as many restrictions by advertisers as people think. He denied the idea that advertising people are in a "straitjacket."

As to agency suggestions for script improvements, Mr. Pinkham said some producers welcome the advice and others spurn it, but in any event that the agency tries to keep second-guessing to a minimum. Though a producer is not contractually obligated to accept agency suggestions, he said, usually a conference will bring an understanding.

Mr. Pinkham said he wanted to avoid giving any impression that advertisers are blocking or asserting pressure against "good writing." He conceded, however, that advertisers are businessmen and are not in business to antagonize potential customers. Actually, he said, a "minuscule" percentage of script is turned down by Bates.

Of 15 shows sponsored by Bates' clients, 13 were bought from the networks, a situation which has persisted for the past two years. It is "stiffer" this year to place shows in network schedules, Mr. Pinkham said, and noted too that hour shows were placed in schedules in advance of actual sale.

Network control, Mr. Pinkham said, is a long-term benefit for tv and contributes to progress. Lack of that control, he cautioned, could lead to stagnation.

From the network camp • Legal men are interested observers and note-takers. They are (l to r) Thomas K. Fisher, vp and general attorney, CBS-TV network; Thomas E. Ervin, NBC vp and general attorney, and Joseph J. Jacobs, ABC attorney.

JWT's Seymour and Economics • The economics of tv were evaluated by Dan Seymour, radio-tv vice president at J. Walter Thompson Co., top tv billing agency in the U.S.

Mr. Seymour discussed at length each of the tv seasons beginning with 1956-57. He stressed that the degree of flexibility or tightness in schedules and time periods depended almost entirely on the "climate of times." By this, Mr. Seymour said, he referred to the ABC-TV emergence starting in the '57-58 season at a time when the economic status of the country loosened tv sales.

This trend continued through the '58-59 season, he said, when it was easier to do business with the networks and more time was available.

Mr. Seymour said it was more difficult for the small-budget advertiser to buy into a network schedule in '56-57, a situation which has returned in the coming season. But, he asserted, JWT did not meet this with "resistance."

While Mr. Seymour conceded a seller's market in networking meant the networks could place programs in certain time periods well in advance and sell most of them quickly, he defended their right to control much of the scheduling. He said networks can show valid cause because of competition.

52-Week Push Is Past • Mr. Seymour volunteered that in '56-57, the networks busily attempted to sell programs on a 52-week contract basis but said now, a few seasons later, "short and flexible" contracts are accepted.

Mr. Seymour testified also:

Billings at the agency are in excess of $300 million world-wide, $200 million in the U.S., of which about 50% is in tv with network accounting about 70-80% of this total.

The networks in the past four years have become more willing to give the agency more voice in program selection, placement and influence over subject matter and the program itself.

He cited *Markham* which will be sponsored by Schlitz Brewing, JWT client, on CBS-TV next fall (Saturday

ATTENTION MEDIA BUYERS: THERE'S A NEW SALES CLIMATE!

A breath of FRESH AIR for Southern California radio

On Independence Day, KBIG instituted a crisp format of hour and half-hour musical programs, each featuring one top orchestra balanced by a leading vocalist. Music ranges from the scores of hit shows to Dixieland...from jazz to symphonic pop.

The concept is from radio's happy yesterday. But the richness of popular music embraces yesterday, today and tomorrow...Percy Faith, Ray Anthony, Mantovani, Ted Heath; Frank Sinatra, Patti Page, Perry Como, Peggy Lee, and a full range of other headliners. In addition, KBIG maintains its established features in the field of news, sports and weather.

Listeners are learning of the new programming through KBIG itself, and newspaper and outdoor advertising. A "fresh air" slogan contest for listeners offers a trip for two to Paris, plus twenty merchandise prizes.

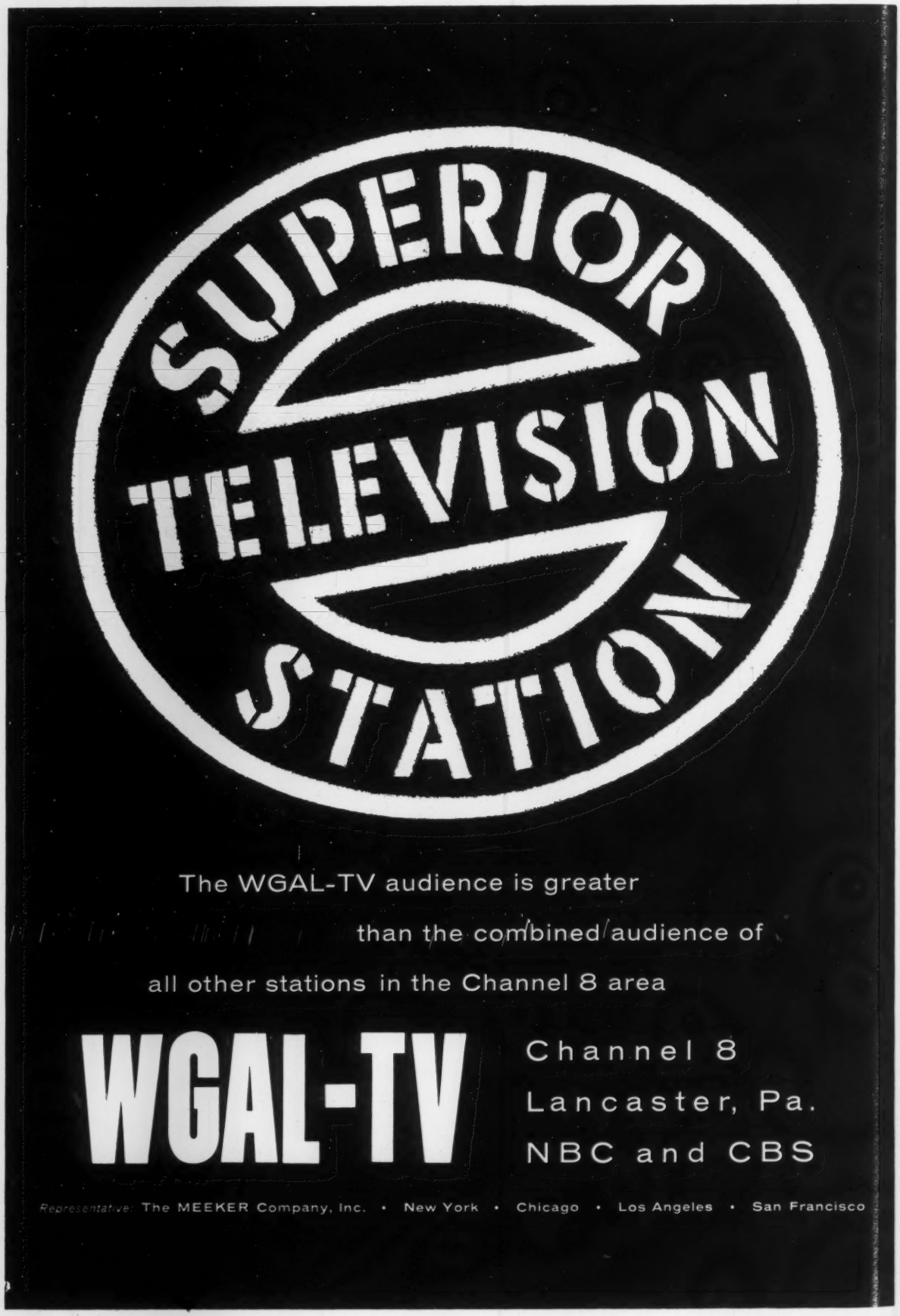
KBIG's great coverage of all eight Southern California counties now receives *added impact* with this new programming philosophy.

You need the right sales climate for your advertising...and KBIG has it!

Radio Catalina...740kc/10,000 watts

JOHN POOLE BROADCASTING COMPANY, INC. 6540 Sunset Blvd., Los Angeles 28, Calif. • HOllywood 3-3205

NATIONAL REPRESENTATIVE: WEED RADIO CORPORATION


SUPERIOR
TELEVISION
STATION
The WGAL-TV audience is greater
than the combined audience of
all other stations in the Channel 8 area
WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS
Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

at 10:30 p.m.) as an example of a show turned over to the network for sale of the alternate week. Schlitz agreed to sponsor the whole program at a favorable or reduced rate for the second alternate week providing CBS-TV could not sell the other half and with a proviso that the show can be dropped after 26 weeks if still not sold outright.

JWT has not been turned down by any network for any of its shows nor had trouble in moving programs.

They Hang Onto News • Mr. Seymour disclosed he had asked all three tv networks to consider pre-empting programs for special news events that would be sponsored. The networks, he said, decline because they felt such programming is in the network domain and did not desire sponsorship.

He stressed that the ultimate responsibility for programming must remain with the networks. They have assumed public responsibility and are "doing it well," he said.

John F. DeVine, vice president and administrator of the radio-tv department of J. Walter Thompson, took the stand briefly to start the Thursday afternoon session. He said he agreed with, and had nothing to add to the concepts Mr. Seymour had expressed. He, too, thought ultimate responsibility for scheduling network programs should belong to networks.

Y & R Executive • Peter G. Levathes, vice president in charge of Young and Rubicam's program department, estimated Y&R's gross billings at more than $230 million, with about $100 million of this in broadcasting. He put the agency's network tv billings at about $70 million.

Mr. Levathes said he would be reluctant to recommend for client sponsorship a program that raised political or similar controversial issues. He acknowledged that pleasing as many people as possible probably was the objective of client and agency, and in answer to another question, indicated that the possibility of a program alienating "even a small portion of the public" would be something to take into consideration.

He said flatly it was difficult to place programs in prime network time in 1956-57. He could not recall specific instances of inability to buy desired periods, but he was sure there were some.

Mr. Bryant raised the question of *Kaiser Aluminum Hour* on NBC-TV a few years ago. Had Kaiser been satisfied with it? Mr. Levathes thought so. Was Y&R satisfied? The program was opposite *$64,000 Question*, Mr. Levathes replied, and at the outset there had been some problems, but there came a time when the agency was satisfied.

Under further questioning, Mr. Levathes testified that in the fall of 1957 Kaiser and Y&R wanted to continue the program in the Monday 9:30-10:30 spot, but for competitive reasons, NBC wanted to move it to Mondays at 10-11. Y&R thought the 9:30 period was "more productive" and placed an order for that spot but NBC did not accept it, Mr. Levathes asserted. Eventually, he recalled, *Suspicion*, an NBC show, went into the 9:30 period.

He maintained, however, that this was the only such instance he could recall, and he declined to describe it as "illustrative" of the networks' attitude during those years. He considered it a case of "honest disagreement," though he acknowledged feeling that NBC was "arbitrary" about it.

Mr. Bryant wanted to know the effect of many hour and half hour programs controlled by the networks, upon agencies' ability to place programs this season. Mr. Levathes replied that Y&R had been able to find the times and the shows it wanted. But he thought the hour trend could go too far.

Mr. Bryant also asked, as with other witnesses, where ultimate responsi-

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending June 7

TOTAL AUDIENCE†

Rank		No. homes (000)
1.	Gunsmoke	16,465
2.	Summer On Ice	15,975
3.	Wagon Train	15,353
4.	Have Gun, Will Travel	13,706
5.	Danny Thomas Show	13,662
6.	77 Sunset Strip	13,039
7.	Holiday U.S.A.	13,039
8.	Rifleman	12,638
9.	Playhouse 90	12,193
10.	Peter Gunn	12,015

Rank		% homes*
1.	Gunsmoke	37.7
2.	Summer On Ice	37.2
3.	Wagon Train	35.1
4.	Have Gun, Will Travel	31.4
5.	Danny Thomas Show	31.3
6.	77 Sunset Strip	31.3
7.	Holiday U.S.A.	29.9
8.	Rifleman	29.5
9.	Playhouse 90	28.1
10.	Cheyenne	27.6

AVERAGE AUDIENCE‡

Rank		No. homes (000)
1.	Gunsmoke	15,397
2.	Summer On Ice	13,573
3.	Have Gun, Will Travel	12,638
4.	Danny Thomas Show	12,638
5.	Wagon Train	11,926
6.	Rifleman	11,793
7.	Peter Gunn	10,992
8.	Wyatt Earp	10,947
9.	Father Knows Best	10,680
10.	77 Sunset Strip	10,502

Rank		% homes*
1.	Gunsmoke	35.3
2.	Summer on Ice	31.6
3.	Have Gun, Will Travel	29.0
4.	Danny Thomas Show	29.0
5.	Rifleman	27.5
6.	Wagon Train	27.3
7.	Wyatt Earp	25.4
8.	Peter Gunn	25.2
9.	77 Sunset Strip	25.2
10.	Father Knows Best	24.7

Copyright 1959 A. C. Nielsen Co.

† Homes reached by all or any part of the programs, except for homes viewing only 1 to 5 minutes.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

‡ Homes reached during the average minute of the program.

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Cheyenne (ABC-135): Johnson & Johnson (Y&R), Armour (FC&B), Harold Ritchie (K&E), on alternate Tues. 7:30-8:30 p.m.

Perry Como (NBC-172): various sponsors, Sat. 8-9 p.m.

Father Knows Best (CBS-154): Lever Bros. (JWT), Scott (JWT), Mon. 8:30-9 p.m.

Peter Gunn (NBC-190): Bristol-Myers (DCS &S), Mon. 9-9:30 p.m.

Gunsmoke (CBS-146): Liggett-Myers (D-F-S), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-170): Lever Bros. (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.

Playhouse 90 (CBS-158): various sponsors, Thurs. 9:30-11 p.m.

Rifleman (ABC-152): Miles Labs (Wade), Ralston Purina (Gardner), Procter & Gamble (B&B), Tues., 9-9:30 p.m.

77 Sunset Strip (ABC-132): American Chicle (Bates), Whitehall (Bates), Carter Products (Bates), Harold Ritchie (K&E), Fri. 9:30-10:30 p.m.

Summer On Ice (NBC-176): U.S. Brewers Foundation (JWT), June 1, 10-11 p.m.

Danny Thomas (CBS-194): General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-180): National Biscuit Company (M-E), R.J. Reynolds (Esty), Ford Motor Company (JWT), Wed. 8:30-9 p.m.

Wyatt Earp (ABC-142): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week July 1-8 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Wed., July 1	I've Got A Secret (9:30 p.m.)	CBS-TV	19.4
Thur., July 2	Masquerade Party (10:30 p.m.)	NBC-TV	20.8
Fri., July 3	77 Sunset Strip (9:30 p.m.)	ABC-TV	14.0
Sat., July 4	Gunsmoke (10 p.m.)	CBS-TV	19.3
Sun., July 5	Richard Diamond (10 p.m.)	CBS-TV	20.1
Mon., July 6	Joseph Cotten (9:30 p.m.)	CBS-TV	15.3
Tue., July 7	Rifleman (9 p.m.)	ABC-TV	16.4
Wed., July 8	Wagon Train (7:30 p.m.)	NBC-TV	16.3

Copyright 1959 American Research Bureau

Our awards are

your rewards!

Constant quality programming pays off in audience growth and loyalty!

Peabody Award

Won by WGN-TV's Blue Fairy as the best children's program of the year.

Alfred P. Sloan Award

Presented to WGN Radio "Signal 10" for public service in promoting traffic safety. "Signal 10" documents the work of the state police of Indiana with on-the-spot recordings of actual traffic violations and instructive comments on their dangers. This popular, 25-minute feature has been made available to 17 other midwestern radio stations.

Ohio State 1958 TV Award

Presented by Ohio State University to WGN-TV for its documentary program "The Cardinal's Two Hats," based on the life of the late Samuel Cardinal Stritch.

3 Emmy Awards and 10 Plaques

WGN-TV's Fran Allison was awarded two Emmys. She was chosen best actress of the year and best saleswoman of the year.

WGN-TV's cameraman, Wilmer Butler was awarded the behind-the-camera Emmy for "best creator with material elements."

The ten plaques awarded to WGN-TV were shared by these seven WGN-TV staffers: Fran Allison, Frazier Thomas, Jack Brickhouse, Sheldon Cooper, Frances Horwich, Bob Trendler, and Bob Stebbins.

Quality programming, presented with integrity, produces award winners. It also produces rewards for advertisers who can depend on WGN and WGN-TV to deliver loyal audiences day after day, year-in, year-out.

WGN and WGN-TV

Serving all Chicagoland
441 N. Michigan Avenue, Chicago 11, Ill.

No. 1 LEADERSHIP

AL CROUCH
News Director

NEWS
... U.P.I. AWARD for BEST NEWS STORY Contributed 1958-59!

"BLUE BOX" ELECTRONIC REPRODUCTION

Advance Engineering

Now . . . ET commercials reproduced on sealed tape—never touched by human hands . . . for the finest Hi-Fi quality . . . automatic cueing . . . and full, rich reproduction!

HOUSTON AUDIENCE RATINGS

HOOPER
MAY-JUNE, 1959

NIELSEN
JAN.-FEB., 1959

PULSE
JAN.-FEB., 1959

All Agree

K-NUZ is No. 1

IN TOTAL RATED TIME PERIODS
Still the **LOWEST COST** per Thousand Listeners in the Houston Market!

Kay-News
K-NUZ
Radio Center
Houston's 24-Hour Music and News

National Reps.:

THE KATZ AGENCY, Inc.

- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2581

bility for scheduling network programs should be placed. "I would say the networks," Mr. Levathes replied.

Cohen on Stand • Philip H. Cohen, tv vice president of Sullivan, Stauffer, Colwell & Bayles, estimated SSC&B's gross billings at $45 million, with about 60% ($27 million) of this in broadcasting. Of the broadcast billings, he said, about 80% ($21.6 million) is in network television.

Like other agencies, Mr. Cohen said, SSC&B keeps tabs on clients' programs throughout development and production, and also keeps abreast of new programming via pilots, review of scripts and ideas, etc.

The advent of one-hour shows, he said, has not prevented SSC&B's finding network slots for its clients. He agreed with Mr. Levathes that the hour programs open the way for smaller advertisers, but did not agree that the trend toward the longer shows should go no further.

Mr. Cohen said that in 1956-57, even though a seller's market existed, SSC&B got all the programs it wanted, with one exception. The agency wanted Screen Gems' *The Man Who Came to Dinner* but CBS-TV thought this could not be sustained as a series and put in *Joe and Mabel* instead, he said, noting that SSC&B then gave up the time period.

But he didn't consider CBS "arbitrary" in this action. Rather, he thought CBS was sincere in its reasoning and "very well may have been right."

Like other witnesses, Mr. Cohen said he would avoid program material that would be offensive or controversial to a substantial segment of the public.

Where did he think final responsibility for selecting and exhibiting programs should rest? In its area, he said, the local station has the responsibility it should have, but for the network type of shows, the responsibility must rest with the networks.

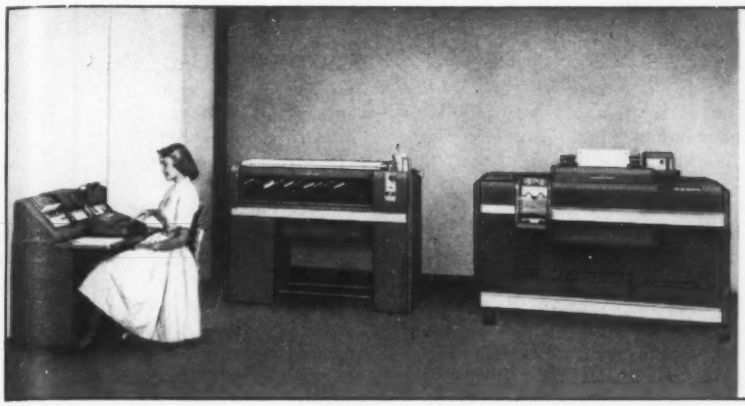
Now it's all in a book

What are the basics of tv advertising from the agency point of view?

The answers were coming thick and fast last week in an FCC hearing record in New York showing testimony of a representative number of radio-tv advertising agency executives.

Almost simultaneously Harper & Bros., New York, was to publish a new book, *Tv Advertising—A Handbook of Modern Practice*, written by BBDO's Arthur Bellaire, vice president in charge of tv and radio copy.

Even a quick thumb-through of its



IBM SERIES 50

Now...low-cost punched card system pinpoints "available for sale" time, provides accounting control

The new IBM **Series/50,** a complete punched card system, offers television and radio stations the following advantages of low-cost data processing:

TRAFFIC CONTROL

- enables you to know what time is available for sale
- permits automatic scheduling of programs —daily
- has sufficient flexibility to allow for last-minute changes
- automatically prepares the program log to meet FCC requirements

ACCOUNTING

- automatically prepares invoices
- enables you to project revenue
- facilitates preparation of salesmen's and announcers' commission statements

Like all IBM data processing equipment, **Series/50** may be purchased or leased. For more information, call your local IBM representative.

IBM® DATA PROCESSING

near 300 pages of text, appendices and glossary could provide FCC investigators with additional and valuable knowledge of tv advertising "basics."

The "Inside" Look • Throughout the book, the impact of tv is underscored.

As expressed in the book's foreward by Henry M. Schachte, executive vice president of Lever Bros., and chairman of the Assn. of National Advertisers:

"There is a great deal of tv advertising (so much that we hear frequently about the over-commercialization of television) because television sells goods efficiently.

"For this reason, more and more companies are buying more and more of it to help sell more products. Thus, television is becoming increasingly important to our companies' and our country's economic health."

The book extensively treats the creative aspects of the tv business, talent and corporate advertising.

But Mr. Bellaire provides a comprehensive and concise summary as well of networks, programs, ratings, spot television and local stations (see story, page 48). Also listed are pertinent details on rates, continuity, discounts, audience composition, time periods, time buying and cost-per-thousand. With a look at programs come these aspects: Formulation, trends, types, method of sponsorship, daytime programming and program publicity.

Commercial efficacy cited by Atlanta reps

The Atlanta Radio & Television Representatives Assn. has made its first annual awards for sales effectiveness of commercials placed through an Atlanta representative. Winners and categories:

Tucker Wayne & Co., Atlanta (for a Sealtest ice cream commercial), first prize—radio; Liller, Neal, Battle & Lindsey Inc., Atlanta (H.W. Lay & Co. potato chips), first prize—television. LNB&L also won an award of excellence for a Lay radio commercial.

Other radio excellence awards: Noble-Dury & Assoc., Nashville (for Chattanooga Medicine Co.'s Soltice); Marschalk & Pratt, Miami (National Airlines); Cargill, Wilson & Acree, Richmond, Va. (Holiday tobacco); Harry Gianaris Adv., Charleston (Mayola).

Television excellence awards: Henderson Adv. Inc., Greenville, S.C. (Texize Chemicals Inc.); LNB&L (Colonial Stores and Armour Fertilizer Works); Noble-Dury (Frosty Morn meats, National Life & Accident Insurance and The Sessions Co.); Simon & Gwynn, Memphis (American Snuff Co.) and Tucker Wayne & Co., Atlanta (Creomulsion Co.).

TV MONEY IN SALES BUDGETS

Katz out to broaden sponsor allocations

The Katz Agency, New York, is recommending that American companies allot 10% or more of their sales budgets to spot tv, in addition to regular tv advertising budgets. The suggestion is embodied in a presentation released last week by the station representative.

A 30-minute slide production "The Sales Managers Medium,' was introduced at a news conference in New York by Halsey V. Barrett, manager, tv sales development, for Katz. Starting on Wednesday (July 15) in Chicago, Mr. Barrett will make the pitch to leading corporation sales managers and their advertising agencies in cities throughout the country.

The presentation urges companies to use national spot tv as "the right arm of their sales department" because of the status of marketing and diminished at-the-counter selling today. In this connection, it offers these statistics and trends:

THE MODERN-DAY SALESMAN

A slide from the Katz presentation

• U.S. production efficiency has improved almost three times as much as distribution efficiency since 1946.

• In product sales (manufacturer to middleman), there has been a 61% increase in cost per salesman's contact.

• In retail sales, supermarkets, discount houses and vending machines account for "the rapid disappearance of over-the-counter salesmanship."

These factors, the presentation asserts, amount to "a revolution in American sales and distribution, placing greater pressures than ever on the sales manager." National spot television is proposed as "the best answer to the sales manager's two-fold selling need": sales efficiency to distributors of products and services, and support at the retail level where he has no direct control.

The presentation details these advantages of national spot tv as the "modern day salesman": dealers favor television advertising because it creates consumer demand and forces distribution; retailers regard the spot tv commercial as today's person-to-person demonstration salesman because it presells the consumer, who then selects the product in impersonal supermarkets, discount houses, vending machines, order-taking showrooms and retail establishments.

"The well-known flexibility of spot tv allows the sales manager to capitalize on stronger markets and to bolster weaker ones, providing sales impact where needed," the presentation states. "Since few products have truly national distribution, the market-by-market approach eliminates wasted salespower."

In support of this contention, the presentation cites the success of such heavy spot tv advertisers who operate with minimal sales forces: Bristol-Myers, Adell Chemical Co. (Lestoil), Super-Anahist and various automobile dealers.

Mr. Barrett said during the news conference that, to his knowledge, this is the first time that this approach has been planned to sell the tv medium.

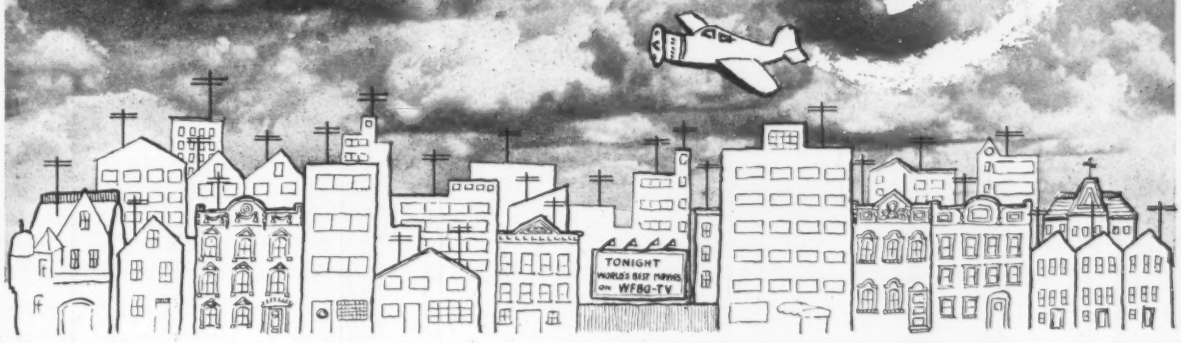
Shop centers in radio to lure customers

Suburban shopping centers use radio as a magnet to draw customers from downtown competitors, according to a new radio-activity report released by Radio Advertising Bureau, New York. RAB's study of 14 shopping centers represents a cross-section of U.S. markets.

Two major observations emerged from the survey: (1) most merchant associations in the centers employ a two-stage radio strategy in which heavy seasonal and special radio promotions supplement regular week-in-week-out schedules; (2) frequently, sales volume increases were traceable directly to radio campaigns.

Radio's advertising magnetism was exemplified in the case of Southern Shopping Center, Norfolk, Va. According to RAB, Southern bought a daily disc jockey show to wedge its way into a market which offered strongly entrenched competition from downtown stores. Using five 15-minute d.j. shows and 70 additional spots weekly, this center registered a 33% increase in dollar volume during its second year of operation.

ARE YOU BUYING Blue Sky OR THE NUMBER ONE AUDIENCE?



YOU ARE BUYING BLUE SKY if you are buying WJAC-TV. Latest and most complete area survey ever made explodes WJAC-TV's blue sky claim of more than 1 million TV homes; proves WJAC-TV delivers less than 300,000 TV homes, compared with WFBG-TV's 290,600*.

YOU ARE BUYING THE NUMBER ONE AUDIENCE if you are buying WFBG-TV, Altoona-Johnstown, Pa. WFBG-TV delivers 71% greater audience than WJAC-TV and at lower cost per 1000. Latest ARB proves that WFBG-TV delivers the area's NUMBER ONE AUDIENCE**.

Talk to the research department of your advertising agency. They have sifted out the facts from the blue sky claims.

A TRIANGLE STATION

WFBG-TV

ALTOONA—JOHNSTOWN, PA.

Channel 10

ABC-TV·CBS-TV

Represented by BLAIR-TV

SOURCES: *ARB, 10-County Telephone Coincidental Survey, April 27-May 3, 1959.
Television Magazine Data Book, 1959.
Television Magazine, May 1959.
A. C. Nielsen, Spring 1959.
**ARB, Altoona, April 11-May 8, 1959.

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV,** Binghamton, N. Y. / **WLYH-TV,** Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV,** Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM,** Fresno, Cal.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

PRODUCTION RACE
Ads must keep pace, Gribbin says in West

Advertising must run faster to keep up with its products, the keynote speaker told some 400 delegates at the 56th annual meeting of the Advertising Assn. of the West in Tahoe City, Calif.

George Gribbin, president of Young & Rubicam, New York, delivered the keynote speech on the convention theme, "How Advertising Is Building the West." Awards to radio and tv advertisers highlighted earlier sessions (BROADCASTING, July 6).

"Advertising," argued Mr. Gribbin, "isn't keeping pace with the rapid improvements" in productivity. He warned his audience that agencies must prepare advertising "that runs fast and runs in the right direction . . . advertising that keeps up with the products of the industry."

The Y&R president also discussed the need for research which may or may not give useful facts every time but which is too important to be neglected. He asked agencies to share in their research, adding, "Advertising research has been held back because discoveries have been hoarded."

On the Agenda • Among the other speakers were Robert Murray, executive vice president, Pacific-Alaska Div., Pan American World Airways; James S. Fish, vice president of advertising, General Mills, Minneapolis; Forrest Arthur, president, Buttrey's department store, Great Falls, Mont.; Paul Willis, vice president of advertising, Carnation Co., Los Angeles; Franklin H. Graf, executive vice president, A.C. Nielsen Co., Chicago, and Don Thomas, managing director, All-Year Club of Southern California.

Officers for the coming year had been elected earlier (see FATES & FORTUNES, p. 86).

Subjects of these speakers ranged far and wide but each recognized that advertising has brought about profits and prosperity.

Mr. Murray, speaking on the subject, "How Transportation Advertising Is Helping Build the West," said that the jet age is opening up new challenges to advertising. Whereas 100 years ago, the West was nearly inaccessible, it is now but 4½ hours from New York by jet, he pointed out.

"Badvertising" • Mr. Arthur, in his talk entitled, "Your Acre of Diamonds —as Viewed by a Merchant," told the convention that merchants should consider advertising an investment—not an expense. But, he warned, "An ad may be pretty, it may be arty, it may even be beautiful to the eye, but if it doesn't sell it's waste—it's Badvertising."

Speaking on the subject, "How Advertising Is Helping to Sell the Western Food Industry to the West and to the World," Mr. Willis said there were 212 western food advertisers last year (excluding beer and wine) with an average annual ad budget of $585,000. The 1960 convention will be in Mexico City.

WORLD MARKET
Bates expands in London merger

Founded almost 20 years ago, Ted Bates & Co., New York, last week debuted in international advertising.

An agreement signed Tuesday (July 7) in London between the Bates agency and John Hobson & Partners Ltd., a leading London agency, brings their combined billings to more than $130 million. The cross-Atlantic merger was announced by Rosser Reeves., board chairman of Bates. He signed the pact with John W. Hobson, who was elected a board member of Bates.

Bates will be operating in London under the name of Hobson, Bates & Partners Ltd., with offices at 36-38 Fitzroy Sq.

With Mr. Reeves at the signing was James C. Douglass, executive vice president of Bates & Co. Both were elected board members of the new Hobson, Bates firm.

Reasons for Expansion • The entry of Bates into the English market was

MR. REEVES

MR. HOBSON

accounted for by Mr. Reeves this way: Since the war England has become revitalized, it's a bridgehead to the European common market and Bates' clients have international expansion plans. "Like us," Mr. Reeves said, "The London agency is primarily a package goods agency. In our view, it is the best outside the U.S. This was another factor that made the idea attractive."

The Hobson agency was formed Oct. 1, 1955, and in four years has grown from an initial team of 15 people to a staff of 160, handling current billings of more than 3.5 million pounds or $9.8 million.

Ted Bates & Co., which reportedly ranks third in all U.S. broadcast billings and first in spot tv, opened in December 1940 with two clients and total billings of $2.9 million.

SPOT PRACTICE
Tv station policies surveyed in new book

The buying habits of the typical local spot advertiser and the typical national spot advertiser are explored in a 1958 study made public for the first time today (Monday) by BBDO, New York.

The results of the study among tv station managers is incorporated in a new book, *Tv Advertising, A Handbook of Modern Practice*, by Arthur Bellaire, vice president in charge of tv-radio copy for BBDO. The study has been shown to some national advertisers but was not made available for general release until today.

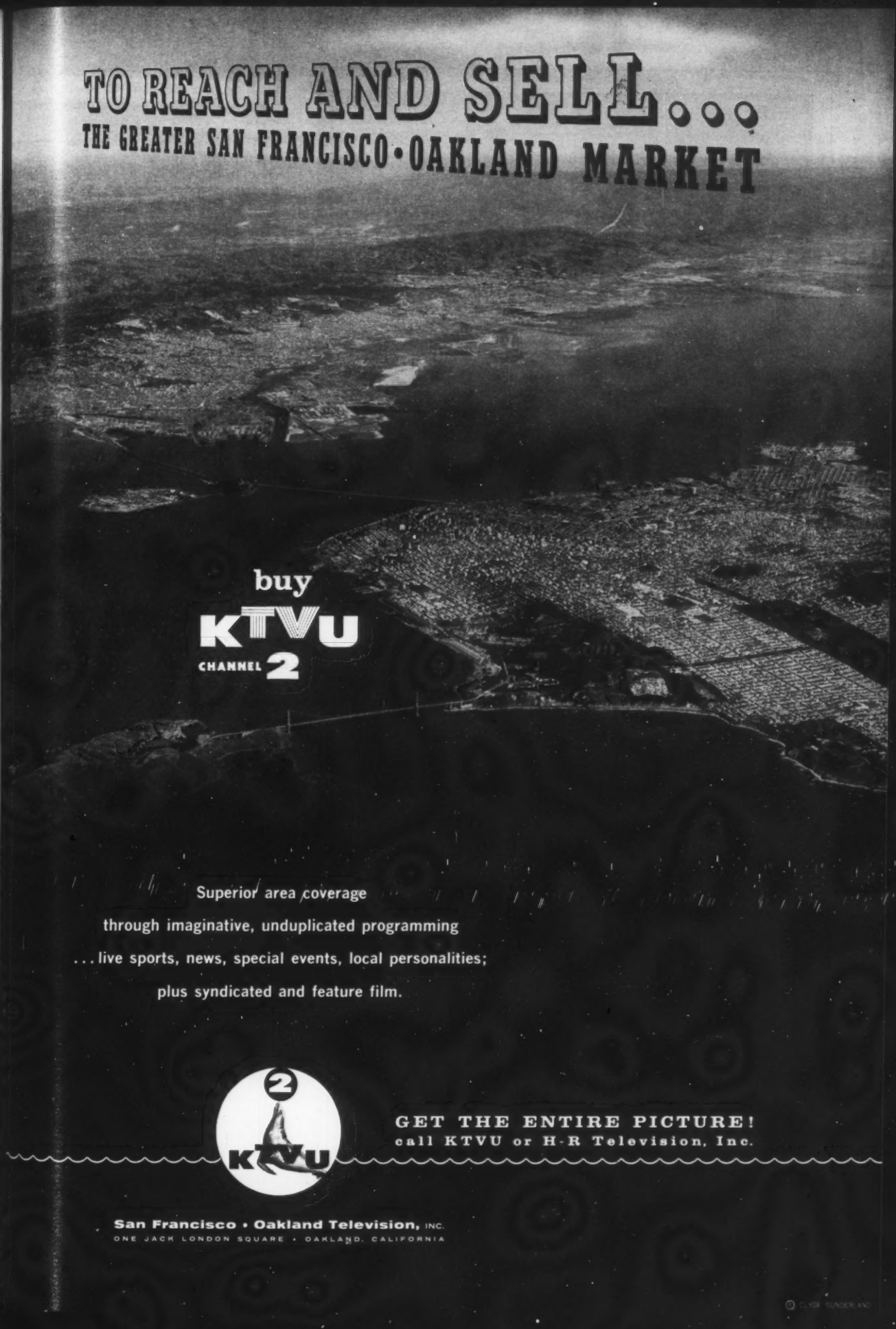
The survey was conducted in the summer of 1958 via questionnaire to 484 tv station managers, of whom 331 (68%) responded. It sought information on classification data, facilities and services, commercial practices, types of advertisers and their schedules and programming trends.

Asked how many announcements per week are purchased by the typical local spot advertiser, 42% of the station managers reported one to five spots per week; 47% said six to ten; 14% answered more than ten and 5% gave "no answer." The breakdown on the typical national spot advertiser emerged in this way: 54% of station managers classified him in the one to five spots per week; 38%, six to ten, 7% more than ten and 5% "no answer." (The percentage of station managers adds to more than 100% because of multiple mentions by some officials.)

Most Have Local Rate • The study reveals that 63% of the stations have a local rate as distinct from national; 36% said they did not and 1% did not answer. Those with a local rate reported that this charge was lower, ranging from 61% to 89% of the national rate.

Other data emerging from the survey: 58% of the stations own or have access to remote equipment, including mobile units; more than two-thirds of the outlets produce commercials for local advertisers; 86% of the stations regularly prepare advertising copy for advertisers; 63% of the stations replied that "the high cost of time and production" is the reason given by non-advertisers for not using tv; most stations derive less than half their total revenue from local business but reported that the percentage of local business is increasing steadily.

Mr. Bellaire's book is being published by Harper & Bros., New York.


TO REACH AND SELL...
THE GREATER SAN FRANCISCO•OAKLAND MARKET
buy
KTVU
CHANNEL 2
Superior area coverage
through imaginative, unduplicated programming
... live sports, news, special events, local personalities;
plus syndicated and feature film.
2
KTVU
GET THE ENTIRE PICTURE!
call KTVU or H-R Television, Inc.
San Francisco • Oakland Television, INC.
ONE JACK LONDON SQUARE • OAKLAND, CALIFORNIA

Operation World Series • The Gillette Safety Razor Co., Boston, which revealed plans last week to capture the teen-age male audience via spot radio and disc jockeys, (BROADCASTING, July 6) held annual World Series sales meetings in Denver and Washington, D.C. Seen above are (l to r) Mel Allen and Frank Frisch, sportscasters, featured in the meetings' program; and Gillette officials William G. Salatich, general sales manager, A. Craig Smith, vice president in charge of advertising, and Vincent C. Ziegler, president. This year will mark the 21st consecutive World Series coverage Gillette has sponsored.

Even swap, no barter offered by new agency

The establishment of Media Services Advertising Agency, New York, to specialize in providing feature films and half-hour tv film programs to stations on a reciprocal trade basis was announced last week. Offices are at 655 Madison Ave., New York 21. Telephone is Templeton 2-9225.

The agency will accept time in lieu of cash for films it will supply but states it will not barter or resell this time on a discount basis. Instead the agency will receive cash credits from the stations, and these will be used by the agency's clients at published rates.

Stanley Grayson and Allen C. Kaye-Martin, previously with Regal Adv. Assoc., New York, which specialized in bartering time for product, are executive vice president and vice president in charge of sales respectively for Media Services Advertising Agency.

BBDO media shuffle

BBDO has reorganized its media department.

The move has been expected for several weeks (BROADCASTING, June 8). Its effect: group buying by account systems with associate media directors and media supervisors.

This places BBDO alongside other large radio-tv billing agencies which employ a similar practice.

New associate media directors: Michael J. Donovan who came to BBDO from Benton & Bowles, where he was vice president and assistant media director. The others are William E. Beste, Joseph Harris, Herbert D. Maneloveg, Theodore R. Meredith and Richard C. Wright. Each will report to Mr. Barrett.

The new plans board will include Mr. Barrett, Kent D'Alessandro (plans and media analysis), Edward C. Fleri Jr. (spot broadcast), Charles R. McKeever (network), among others, all with the designation of media supervisor.

Gert Scanlon has been transferred from client contact to media liaison. Her duties will consist of counseling, buying and publicizing availabilities in broadcasting, as previously reported.

Alabama Legislature considers tax on ads

Alabama broadcasters and other media executives were awaiting legislative action at the weekend on a bill to place a 3% gross receipts tax on advertising. The Legislature's special session is to end this week in Montgomery.

A Ways & Means Committee hearing brought out that estimates of revenue from the ad tax ranged all the way from $8 million to $18 million. John C. Cooper Jr., of WJRD Tuscaloosa, president of Alabama Assn. of Broadcasters, testified the proposed levy would place an unreasonable burden on radio-tv stations.

The proposed new tax is designed to raise $42 million for a state educational program. Newspaper, outdoor advertising and other media witnesses joined in describing the ad tax as unfair and discriminatory. The bill was introduced by Rep. Emory Solomon.

• Business briefly

Time sales

• Hoffman Electronics Corp.'s consumer products division, L.A., will launch the "most comprehensive advertising program" in its history in August, William Baldwin, advertising manager of the division, said last week. Television (one-minute filmed commercials "in at least 10 major markets"), newspapers, outdoor, consumer and trade magazines will be used to introduce Hoffman's new tv, stereophonic hi fi and radio lines. Agency for Hoffman is Honig-Cooper, Harrington & Miner, L.A.

• Massey-Ferguson (farm equipment), Racine, Wis., renews *Jubilee, USA* on ABC-TV for 52 weeks effective Nov. 1. The series is to move to 10 p.m. EST Saturdays, with M-F sponsoring the first half hour. Agency: Needham, Louis & Brorby, Chicago.

• Magnus Organ Corp., Livingston, N.J., plans a $2.6 million advertising campaign lasting until Jan. 31, 1960, to promote its portable electric chord organs, it was announced by E.A. Tracey, executive vice president. He noted there are about 14,000 Magnus dealers throughout country. The company previously had participations on the NBC-TV *Jack Paar Show*. Agency for Magnus: Rothberdt & Haas Adv., Chicago.

• Luden's Inc., Reading, Pa., (Luden's menthol cough drops & Luden's 5th Avenue bars) has completed sponsorship agreements for five ABC-TV programs in the 1959-60 season, according to William P. Mullen, ABC vice president in charge of tv network sales. Purchases include co-sponsorships of four new one-hour action and adventure series and Dick Clark's daytime *American Bandstand*. Hour-long series are:

The Alaskans (Sun. 9:30-10:30 p.m.); *Adventures In Paradise* (Mon. 9:30-10:30 p.m.); *The Untouchables* (Thurs. 9:30-10:30 p.m.) and *Bronco* (alternate Tuesdays, 7:30-8:30 p.m.). *Bandstand* is seen Monday through Friday, 4-5:30 p.m. NYT.

• RCA Victor, in its initial fm spot campaign, has purchased three-week schedule of 26 minute-spots per week on WNCN (FM) New York and WBCN (FM) Boston, both operated by Concert Network Inc. Musical spots promote RCA Victor's Van Cliburn album of Rachmaninoff's *Concerto No. 3*. Agency: Grey Adv., New York. Campaign ends July 26.

• Procter & Gamble Co. of Canada Ltd. has purchased from ABC Films Inc., N.Y., 52 weeks of *Congressional Investigator*. Though products to be advertised and agencies involved were unannounced, P&G will spot the series throughout Canada starting this fall, it was reported. With 39 films now in production, *CI* half-hour adventure series deals with investigations by men who provide Senate rackets committees with evidence needed for crime hearings.

• Procter & Gamble Co., Cincinnati, has signed for summer sponsorship of three western-drama series on ABC-TV, it was announced by William P. Mullen, vice president in charge of network sales. Programs are: *Colt .45*, effective July 19, for P&G's packaged and liquid detergents, bar soaps and shampoos; and *Cheyenne* and *Sugarfoot*, both effective July 14, in behalf of Liquid Press and Crest toothpaste. Agency: Benton & Bowles, N.Y.

• Greyhound Corp., Chicago and Bulova Watch Co., Flushing, N.Y., have signed as co-sponsors next season of *People Are Funny* on NBC-TV, according to Walter D. Scott, executive vice president, NBC-TV. Audience participation series starring Art Linkletter will enter its sixth tv year in the fall (Fri. 7:30-8 p.m. NYT). John Guedel is producer. Agencies: Grey Adv., N.Y., for Greyhound; McCann-Erickson, N.Y., for Bulova.

• Consolidated Cigar Sales Co. (Dutch Masters cigars), N.Y., will sponsor *Take A Good Look*, a panel show starring Ernie Kovacs, on ABC-TV (Thurs., 10:30-11 p.m.), starting Oct. 15. Agency: Erwin Wasey, Ruthrauff & Ryan.

• *Championship Bridge*, to debut Oct. 18 on ABC-TV (Sun. 3:30-4 p.m.), is said to mark the first time for a regularly scheduled network tv bridge show and the entry into network tv for sponsor North American Van Lines Inc., Fort Wayne, Ind. The order was placed through Biddle Adv., Bloomington, Ill. Regulars on the show will be bridge expert Charles Goren, for analysis of play, and Alex Dreier, m.c. Weekly sessions will feature two pairs of champion U.S. bridge players. The program is a production of Walter Schwimmer Inc., Chicago.

• In another ABC-TV buy, Carnation Co., Los Angeles, out of network tv since 1957, has signed for alternate half-hours of *Sugarfoot* (alternate Tuesdays, 7:30-8:30 p.m.). Order, estimated as $3 million buy, was via Erwin Wasey, Ruthrauff & Ryan. Carnation's last network sponsorship was *Burns & Allen Show* on CBS-TV in 1957.

Agency appointments

• Hertz Corp., Chicago, has named Norman, Craig & Kummel, N.Y., to handle its $4.5 million rent-a-car advertising. Hertz allocates between $2 and 2.5 million of its total budget to spot radio and tv.

• Chrysler Corp. of Canada Ltd., appoints Grant Adv. of Canada Ltd. to handle advertising for DeSoto automobiles and Dodge cars and trucks there. Ross Roy continues to handle Chrysler and Plymouth cars and Fargo trucks. Grant also announced it will assume responsibility for all television programming for its Chrysler of Canada accounts, estimated to bill over $2 million for tv in 1959.

• American Home Foods Div. of American Home Products Corp., N.Y., blue-chip national broadcast advertiser, appoints Young & Rubicam, N.Y., as agency for new product, Chiquitas 100% pure canned mashed bananas.

TV COMMERCIAL PREVIEW

Smoked glasses & bacon • In the vicinity of Nowhere there's a sleepy community called Ferrisville, inhabited by hill-country characters who are becoming quite familiar to tv audiences in the New York area. The latest resident to receive tv recognition is the town's "beatnik", who combines his appreciation for Ferris bacon with his artistic talent.

Stahl-Meyer Inc., New York meat packing firm, which featured the Ferrisville folk in previous spot tv campaigns, on July 5 started a 30-spot per week schedule using this beatnik commercial for its Ferris bacon product.

Complete with beret, dark glasses and cool, cool beard, the beatnik is brought before the local judge, chief character in the Ferrisville series (top photo) for "attempting to forge a masterpiece." Examining the evidence, Judge Affable T. Ferris sees the Mona Lisa clutching a package of his favorite brand of bacon (middle). He explains (bottom) to the beatnik that the product is far leaner than it is depicted and the 20-second spot continues with scenes of Mona Lisa enjoying the smell of the hickory-smoked bacon, the judge displaying his ever-present package of Ferris brand, a plate of fried bacon and a closing with a view of the package and the slogan, "Costs a little more . . . worth much more."

According to Hicks & Greist Inc., New York, agency for Stahl-Meyer, the commercial is not only catchy and entertaining, but also directed

to the sophisticated level of Ferris bacon purchasers. Lex Hoedt, ad manager of Stahl-Meyer, supervised the commercial which was filmed by Pintoff Productions, New York.

MBS' OFFER: 10c ON DOLLAR

That's Hurleigh's overture to creditors; Affiliate group endorses reorganization

Mutual officials met last week with two groups vitally concerned with the network's uncertain future—representatives of its creditors and members of the Mutual Affiliates Advisory Committee (BROADCASTING, July 6).

MBS last Wednesday (July 8) offered creditors, owed $3,195,607, a settlement of 10 cents on the dollar. A network spokesman later said that a consensus of creditors indicated the proposal would be accepted.

Network officials met earlier that day with 10 members of MAAC, who had journeyed to New York at their own expense, and briefed them on MBS' petition for voluntary bankruptcy under Chapter 11 of the Bankruptcy Act and on the network's plans for the future. In turn, MAAC adopted a resolution, endorsing the network's reorganization plans and the new management and expressing "gratification" that MBS new president is a "veteran broadcaster". Robert F. Hurleigh was election MBS president 11 days ago.

A meeting with the network's 10 principal creditors and U.S. bankruptcy referee Asa Herzog will be held in New York today (July 13).

Mr. Hurleigh made the offer of 10 cents a dollar at a meeting in New York on Wednesday, during which a creditors' committee was formed. Fulton Lewis Jr., Mutual news commentator, was elected chairman of the 15-man committee, which includes several MBS-affiliated station executives, various suppliers of office equipment and, curiously a CBS official. The latter was identified as George B. Stadmuller, general credit manager of CBS, and it was said that money owed to CBS resulted from sharing line facilities on certain occasions. An AT&T representative attended the session.

Mutual's 10-cent-on-the-dollar proposal is contingent on its acceptance within a month. It was believed that the offer will be repeated today during the meeting with the referee, along with Mutual's other plans for reorganization.

During the MAAC meeting, Albert G. McCarthy Jr., a Tampa realtor-industrialist and a new MBS board member, was introduced. Mr. McCarthy and Chester Ferguson, also of Tampa, were revealed 11 days ago as the latest financial angels of MBS and are paying for day-to-day operations of the network during the period of petition for bankruptcy. Mr. Hurleigh is the "owner" of Mutual during this interim period, but Messrs. McCarthy and Ferguson are scheduled to assume formal ownership, once the creditors are satisfied.

Mr. McCarthy is reported to have told MAAC members in the closed-door session that he is prepared to support the network and has confidence in the future of MBS.

Radios made in Japan boost U.S. sales sum

Estimates of radio set sales in the U.S. last year were 17.4% too low because they didn't take into account the influx of Japanese models, Radio Advertising Bureau asserted last week.

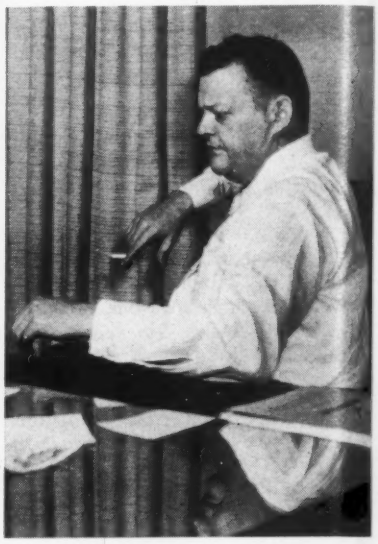
The 1958 sales figures should be raised from the generally reported 12,577,000 sets to a new total of 14,777,000 to reflect U.S. purchases of 2.2 million Japanese sets, most of them small transistor models, RAB maintained. It said its figures were documented from U.S. industry sources and official Japanese trade statistics.

RAB also estimated that a total of 12 million portables are currently in use in this country. These millions, it added, "are growing by the month as heavy shipments of Japanese sets arrive in the U.S. to amplify the record domestic radio set production of recent years."

Transistor Sets • The figures on Japanese set sales in the U.S. are contained in an RAB brochure, *Made in Japan—Played in U.S.A.* It estimates that 1.7 million of the Japanese imports were transistor portables. It also maintains that the updated 1958 sales total is "fully three times greater than the sale of tv sets in the same period."

Describing the growth prospects for Japanese transistor sets as "tremendous," the brochure says sales of the imported models during the first quarter of 1959 were "quadruple those for the same period last year." RAB continued:

"Two new Japanese products are already on the market, with more coming. These include a portable transistor phono-radio and a battery-operated am-fm transistor portable. Also due soon is a wrist-watch radio, developed by an American manufacturer and already in use by the armed forces."



SALVAGE CHIEF HURLEIGH
Offers ten cents on the dollar

Voice of Democracy: No. 13 ready to roll

State broadcaster associations in cooperation with Electronic Industries Assn. and Veterans of Foreign Wars will direct local and state competition in the 13th annual Voice of Democracy broadcast scriptwriting contest for high school students. The competition will be held during the fall school term, with 10th, 11th and 12th grade students eligible. The subject is "I Speak for Democracy."

A $1,500 scholarship will be awarded the top national winner. Four finalists will receive gold recordings of their scripts and the top winner in each state will receive an all-expense trip to Washington in February 1960.

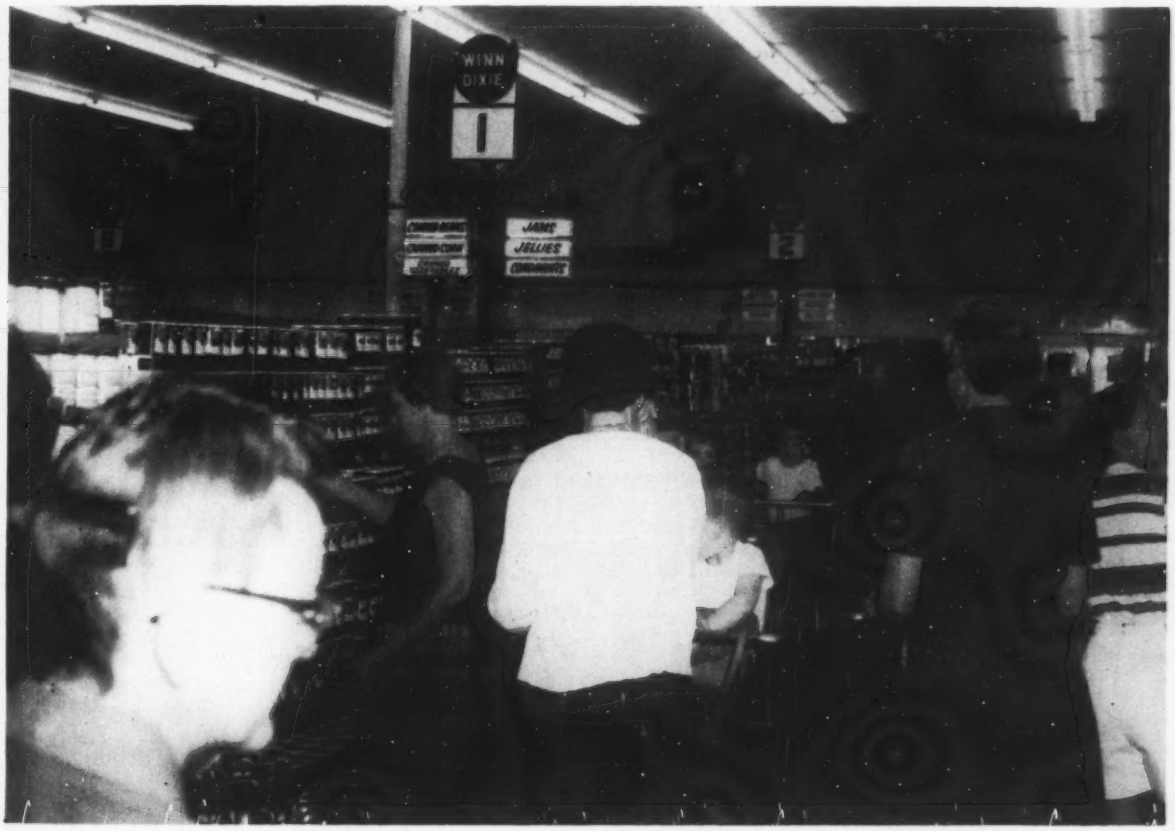
Kits of materials to aid local committees will be sent out Aug. 1 to all radio and tv stations and VFW posts. The VFW and stations direct local contests. U.S. Office of Education and National Assn. of Secondary School Principals endorse the contests and activities.

State contest directors follow:

Alabama, William A. Mapes, WOWL Florence; Alaska, Alvin O. Bramstedt, KENI-AM-TV Anchorage; Arizona, Homer L. Lane, KOOL-AM-TV; Arkansas, J.C. Willis, KVOM Morrilton; California, Arthur M. Mortenson, KERO-TV Bakersfield; Colorado, Harry W. Hoth, KRDO-AM-TV Colorado Springs; Connecticut, Walter C. Johnson WTIC-AM-TV Hartford; Delaware, Miles L. Frederick, VFW, and Harvey C. Smith, WDEL Wilmington. D.C., Norman Reed, WWDC Washington; Florida, Charles J. Fernandez, WKXY Sarasota; Georgia, Frank Gaither, WSB Atlanta; Hawaii, Bud Zimmerman, KGMB-AM-TV Honolulu; Idaho, Ken Kilmer, KFXD Nampa; Illinois, Roland O. Looper, WHOW Clinton; Indiana, E. Berry Smith, WFIE-TV Evansville; Iowa, James Duncan, Iowa Broadcasters Assn.; Kansas, Arden Booth, KLWN

10,000 Loaves

in 12 hours with 20 spots on Atlanta's WSB Radio



WINN DIXIE STORES, operating four super markets in the Atlanta area, planned a special sale of their own Dixie Darling Bread. Came last minute change of plans. All advertising had been cancelled . . . but the bread was in the oven . . . 10,000 extra loaves!

It had to be sold. So, acting quickly, Damon Swann, of House of Ideas, Atlanta agency for Winn Dixie, called in WSB radio. Within two hours the first of twenty one-minute spots was on the air. Others followed Wednesday afternoon and all day Thursday. By Thursday night two stores were sold out . . . stock in the other two below normal. With no other advertising, and with just 20 announcements on WSB Radio, 10,000 loaves of bread were sold in twelve hours by Winn Dixie's four Atlanta stores.

It is results such as these that day in, day out reveal the loyalty and responsiveness of WSB Radio listeners. Evidence that WSB Radio out-produces and out-sells competitive media in Georgia.

WSB radio

The Voice of the South - **ATLANTA**

Represented by Petry • NBC
Affiliated with The Atlanta Journal and Constitution
Associated with WSOC-WSOC/TV, Charlotte
WHIO-WHIO/TV, Dayton

Lawrence; Kentucky, Donald J. Horton, WVLK-AM-TV Lexington; Louisiana, Clarence E. Faulk Jr., KRUS Ruston.

Maine, Hal Dutch, WLAM Lewiston; Maryland, Arnold Wilkes, WBAL-AM-TV Baltimore; Massachusetts, Earle G. Clement, WBET Brockton; Michigan, Robert J. Coleman, Michigan Assn. of Broadcasters; Minnesota, Wayne Williams, WLOW Minneapolis; Mississippi, Joseph W. Carson, WOKK Meridian, Miss.; Missouri, Bruce Barrington, WEW St. Louis; Montana, Robert H. Warner, KMON Great Falls; Nebraska, Richard W. Chapin, KFOR Lincoln; Nevada, Glen Thorne, Las Vegas; New Hampshire, Merrill Smith, WOTW Nashua; New Jersey, Jack Gartland, WTTM, Trenton; New Mexico, Richard H. Harris, KQUE Albuquerque.

New York, Max E. Buck, WRCA-TV New York; North Carolina, G.C. Starnes, WFNS Burlington; North Dakota, Charles L. Scofield, KEYZ Williston; Ohio, Curtis M. Jewell, VFW, Thomas A. Rogers, WCLT Newark; Oklahoma, Hugh M. Mix, WNAD Norman; Oregon, Roy Johnson, KMED Medford; Pennsylvania, Roy E. Morgan, WILK Wilkes-Barre; Rhode Island, Zef Levin, WWON Woonsocket; South Carolina, J. Davenport, WESC Greenville; South Dakota, William E. Johnson, KYNT Yankton.

Tennessee, Kenneth D. Wright, WUOT-FM Knoxville; Texas, Charles Jordan, Fort Worth; Utah, Reed Bullen, KVNU Logan; Vermont, Lawrence Shane, WSKI Barre; Virginia, Thomas P. Chisman, WVEC-AM-TV Hampton; Washington, Ronald A. Murphy, Washington State Assn. of Broadcasters; West Virginia, George R. Andrick, WSAZ Huntington; Wisconsin, Carl V. Kolata, WTTN Watertown; Wyoming, William F. Shutts, KVOC Casper.

U.S. broadcasters plan tv in Caribbean

Two leading U.S. radio and television ownership groups have organized a new company, Hemisphere Television Corp., with plans to operate a series of tv outlets in the Caribbean area. Announced Thursday (July 8) was an on-air target date of Nov. 1 for a vhf station in Haiti.

Hemisphere's organizers are Mike Rosenberg, Haiti industrialist; Gerald A. Bartell, president of Bartell Family Radio, and J. Elroy McCaw, president of Gotham Broadcasting Co.

The Haiti tv franchise, Tele-Haiti as the station will be known, will be installed by Bartell engineers and operated under a programming arrangement to include network shows, feature films, local news and educational programs. The island's population is estimated at four million.

Stations in the Bartell group are: KYA San Francisco, KCBQ San Diego, WOKY Milwaukee, WAKE Atlanta, WYDE Birmingham and WOV New York. (Purchase of the last awaits FCC approval.) Gotham's outlets: WINS New York, KTVR (TV) Denver, KTVW (TV) Seattle, KDAY Los Angeles and KONA (TV) Honolulu.

Bay fms organize

First steps to form the San Francisco Fm Broadcasters Assn. were taken at a June 22 meeting of stations in the Bay Area. It is designed to promote the medium throughout Northern California, calling attention to recent fm progress and emphasizing its listener advantages. Officers will be elected at a second meeting to be held early this month.

NBC AFFILIATIONS
KOMA cuts network; WVET replaces WHAM

NBC Radio got the air from one affiliate last week and gave it to another.

KOMA Oklahoma City, a Todd Storz station whose affiliation with the network last winter made a big splash because of Mr. Storz' standing as a leading independent operator (BROADCASTING, Dec. 1, 1958), gave notice it was cutting network programming down, if not out.

In a separate development NBC Radio cancelled its affiliation with WHAM Rochester, according to network officials, and announced that WVET would become its outlet in that market effective Aug. 1 (see picture). The move was attributed to a network desire for more program clearances in Rochester. WVET officials were quoted by NBC spokesmen as saying they intended to clear all NBC programs. WVET is on 1280 kc with 5 kw; WHAM is on 1180 kc with 50 kw.

The Storz move in Oklahoma City caught NBC by surprise. Matthew J. Culligan, executive vice president in charge of the radio network, said he received a letter from Mr. Storz last Tuesday (July 7), a day after KOMA's cutback in NBC programming occurred. He quoted Mr. Storz' letter as saying the KOMA operation as a network affiliate had been "unsuccessful by any measure," though not necessarily through NBC's fault.

NBC Radio switch in Rochester
• Matthew J. Culligan (c), executive vice president in charge of NBC Radio, discusses the affiliation of WVET Rochester with the network, effective Aug. 1, with Paul E. Louther (l), station manager, and Ervin F. Lyde, president and general manager. WVET, which operates on 1280 kc with 5 kw, replaces WHAM Rochester as the NBC affiliate there (CLOSED CIRCUIT, July 6).

The letter didn't cancel the NBC affiliation, Mr. Culligan said. Rather, he explained, it served notice of the decision to cut back NBC programming and suggested that "you [NBC] may wish to terminate the affiliation agreement." This seemed a likely result, although as of last Thursday Mr. Culligan was still waiting to speak to Mr. Storz. No decision had been reached on a possible replacement in the NBC lineup, but observers thought there might be some significance in the fact that NBC Radio's coverage of the All-Star baseball game last Tuesday was carried in Oklahoma City by KTOK (1000 kc, 5 kw).

Tv in Florida court

Tv coverage of a northern Florida courtroom by WFGA-TV Jacksonville brought comments of approval last week from Criminal Court Judge Lloyd A. Layton.

"I can't say it hampered or delayed or took any dignity away from the court at all," Judge Layton said. "It was not distracting and I don't think the majority of persons in the courtroom ever noticed it."

One sequence used on the air showed the breakdown of a 16-year-old boy sentenced to 20 years for a fatal stabbing. "I thought it might serve as a deterrent to crime," Judge Layton observed.

No lights were used in the filming. The sound camera microphone was placed before Judge Layton but out of view of others in the courtroom. WFGA-TV reported one Circuit Court Judge accused Judge Layton of trying to run a circus sideshow.

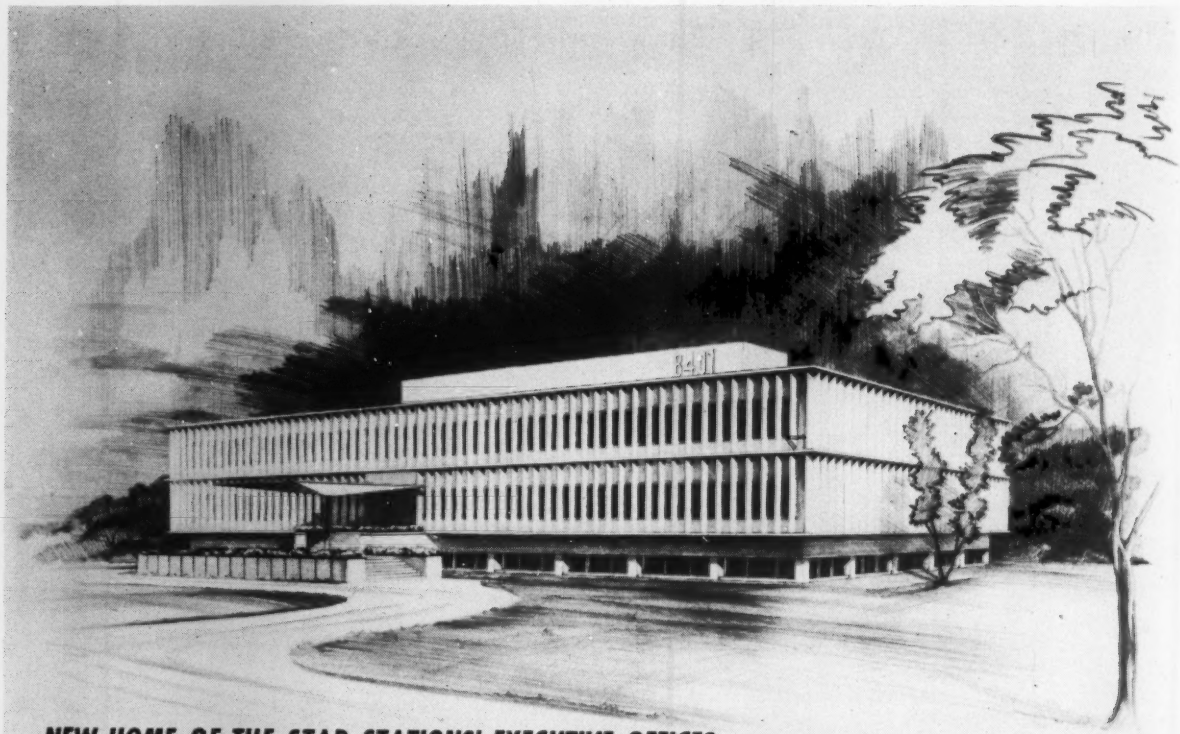
Tv in Alabama capitol

Tv news cameras have been granted access to the House of Representatives in Alabama. A resolution (HR 46) authorizes, if there is no member objection, "proceedings of the House to be fully televised, or photographed for television" and also permits "sound recordings for use on telecasts."

Burt Lydic, WSFA-TV Montgomery, said cooperation with House Speaker Charles Adams allows cameramen to film proceedings unobtrusively by picking up the sound directly from the chamber public address system. A similar arrangement with the Senate permits sound-on-film cameras on the floor "provided authorization of the members present has been received."

THE MEDIA *continues on page 65*

the story of
Dynamic Radio
in
Dynamic Markets



NEW HOME OF THE STAR STATIONS' EXECUTIVE OFFICES

8401 BUILDING — OMAHA

Dynamic Radio

Star Broadcasting Co. was formed 5 years ago to serve listeners the kind of entertainment they seek and to offer advertisers better advertising buys. Star Broadcasting—1959—is fulfilling its mission.

KOIL - OMAHA

KOIL's 46.3% share of audience in greater Omaha (June, 1959 Hooper) is 326% greater than the next best station.

KICN - DENVER *(formerly KMYR)*

KICN's dominant position in the greater Denver market is now unchallenged. KICN's booming 5000 watts at 710 make KICN the Number 1 Pastime in the Rocky Mountain West.

KISN - PORTLAND, ORE.

KISN, the newest of the Star Stations, has brought modern radio to the greater Portland-Vancouver market. Already in first place in the afternoon (HOOPER, April-June, 1959), KISN's leadership is assured.

...and there'll be more!

Dynamic Markets

The Star Stations reach markets that are dynamic and alive — the kind of markets that make for dynamic sales campaigns.

OMAHA

World's largest livestock market and meat-packing center, greater Omaha's 1958 population was 436,000. At the crossroads of the nation, Omaha is its area's prime distribution and trading center.

DENVER

America's third fastest growing metropolitan area, Denver's 1958 population was 858,000, up almost 50% from 1950. The mile high city's business activity is booming with bank clearings up 5 billion dollars over 1950.

PORTLAND, ORE.

845,000 population — up 18.5% over 1950. Portland, one of the world's largest fresh water ports, represents a truly dynamic market. Business activity and new construction are at an all-time high with bank clearings up over two and a quarter billions over 1950.

Dynamic Radio in Dynamic Markets

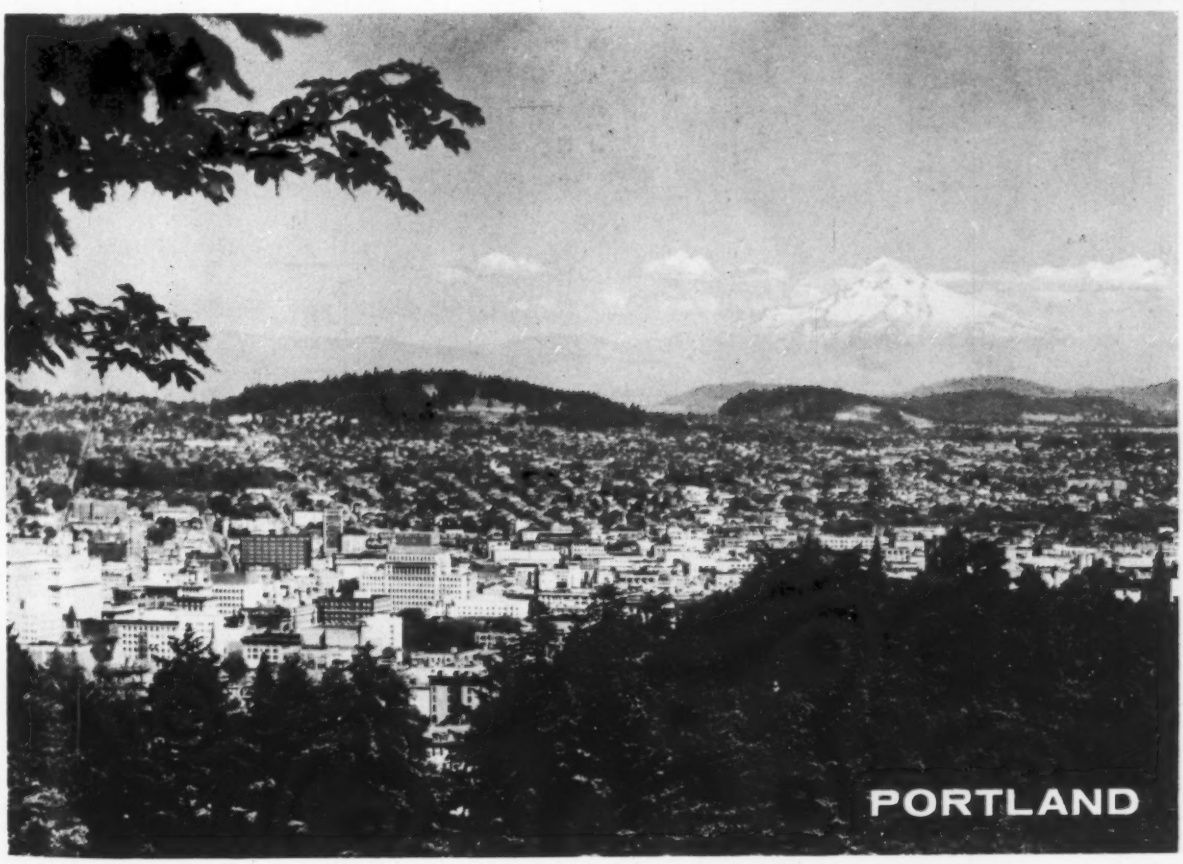
NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

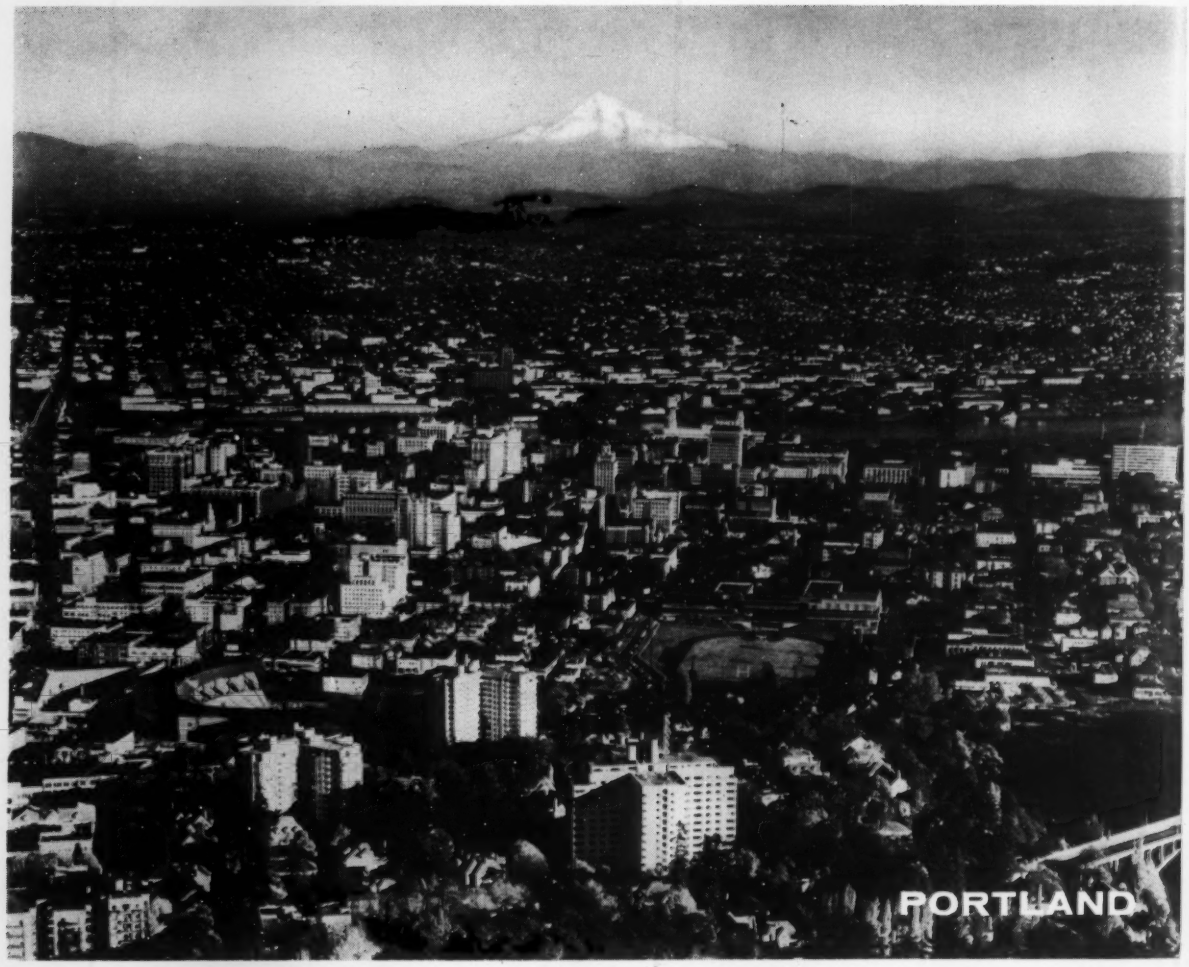
Norman & Norman, Inc., is proud to have had a small part in the creation of the "Star Stations." We have helped many other broadcasters in the sale and purchase of radio properties, and are very proud to have assisted many of our customers for the second and third time.

Recent Sales Brokered by Norman & Norman, Inc.:

KABL, California ... WCVS, Illinois ... WRIT, Wisconsin ... KAAA, Minnesota ... WIL, Missouri ... WKAI, Illinois ... KIBS, California ... KRBI, Minnesota ... WIRL, Illinois ... KVWO, Wyoming ... WKEI, Illinois ... KWEB, Minnesota ... KCLN, Iowa ... KISN, Oregon ... WWIL, Florida ... KRSL, Kansas ... KBUN, Minnesota ... KFMA, Iowa ... KFXD, Idaho ... WPEO, Illinois ... KEAR, California ... KLIN, Nebraska ... KCLO, Kansas ... WAKY, Kentucky

DYNAMIC RADIO IN DYNAMIC MARKETS
KISN - Portland ADAM YOUNG
KOIL - Omaha AVERY-KNODEL
KICN - Denver ADAM YOUNG
the Star stations
DON W. BURDEN — *President*





Dynamic Radio in Dynamic Markets

KISN, Portland, Ore., represents *modern* radio at its most efficient, and Adam Young represents KISN. Here is dramatic testimony to the power of a well-managed, controlled sound to attract audience, hold audience, sell audience.

And look what KISN opens up for you: Primary coverage includes 16 counties in the greater Portland-Vancouver area—the only major shopping center between San Francisco and Seattle. Primary coverage embraces 1,253,700 people—(America's 14th largest market) . . . and retail sales equivalent to those of America's 16th largest market.

Get the right-now details from the man who represents all that's modern and efficient in radio today . . . the man from . . .

ADAM YOUNG INC.

New York	Chicago	St. Louis	Los Angeles	San Francisco	Detroit	Atlanta
3 East 54th St.	Prudential Plaza	317 No. Eleventh St.	6331 Hollywood Blvd.	Russ Bldg. (Rm. 1207)	2940 Book Bldg.	1182 W. Peachtree
N. Y. 22, N. Y.	Chicago 1. Ill.	St. Louis, Mo.	Los Angeles 28, Calif.	San Francisco 4, Calif.	Detroit 26, Mich.	Atlanta, Ga.
Plaza 1-4848	Michigan 2-6190	Main 1-5020	Hollywood 2-2289	Yukon 6-6769	Woodward 3-6919	Trinity 3-2564

Dynamic Radio in Dynamic Markets

KICN, Denver is the new name of KMYR—the station that brought *modern* radio to America's 24th market. And Adam Young Inc. is the old name of the company that helps advertisers buy best in Denver. Modern station programming has revised the whole pattern of radio listening in this Gateway to the West. Here's another instance of a dramatic change in fortunes—from last place in mid-1957 to the rarefied air of the upper atmosphere. Hooper shows it. So does a metro Pulse. So does a 17-county Area Pulse—revealing the listening preferences of 1,189,000 people, with an effective buying income of 2.1 billions of dollars annually.

Get the documentation of the change . . . get documentation of KICN's ability to win listeners . . . and to sell them . . . with cost efficiency equalled by no other leading Denver station. Who's got the word? Naturally, the man who represents all that's modern and efficient in radio today . . . the man from . . .

ADAM YOUNG INC.

New York	Chicago	St. Louis	Los Angeles	San Francisco	Detroit	Atlanta
3 East 54th St.	Prudential Plaza	317 No.	6331 Hollywood	Russ Bldg.	2940 Book Bldg.	1182 W. Peachtree
N. Y. 22, N. Y.	Chicago 1, Ill.	Eleventh St.	Blvd.	(Rm. 1207)	Detroit 26, Mich.	Atlanta, Ga.
Plaza 1-4848	Michigan 2-6190	St. Louis, Mo.	Los Angeles	San Francisco 4,	Woodward 3-6919	Trinity 3-2564
		Main 1-5020	28, Calif.	Calif.		
			Hollywood 2-2289	Yukon 6-6769		

Dynamic Radio in Dynamic Markets

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT

SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

In the mushrooming Omaha market—the nation's 49th ranking Metropolitan area . . . with an *added* $100 million in retail sales during the past five years—only dynamic radio can do the selling job you want done.

KOIL has been represented nationally by Avery-Knodel, Inc., for more than four years. When you want fast, accurate availabilities . . . when you need detailed programming, coverage and market information . . . you'll find your Avery-Knodel representative prompt and thorough in helping you tailor a successful KOIL spot radio campaign.

DYNAMIC RADIO IN DYNAMIC MARKETS

KISN - Portland
ADAM YOUNG

KOIL - Omaha
AVERY-KNODEL

KICN - Denver
ADAM YOUNG

the Star stations

DON W. BURDEN — *President*

in such Dynamic Markets

Radio is Dynamic because

BIG SOUND

(Radio's New Revolutionary Concept)

furnishes

Stars from Hollywood

and

Star Ratings to....

DYNAMIC RADIO IN DYNAMIC MARKETS

KISN - Portland
ADAM YOUNG

KOIL - Omaha
AVERY-KNODEL

KICN - Denver
ADAM YOUNG

the Star stations

DON W. BURDEN — *President*

WIRE OR WRITE: **Richard H. Ullman, Inc.**
295 Delaware Avenue
Buffalo 2, New York

A Stars International Production of Hollywood

Dynamic Radio in Dynamic Markets

Bill Meeks PAMS *Advertising Agency,* Inc.
3123-25 Knox Street
DALLAS 5, TEXAS

PAMS salutes the Star Stations

The leading jingle maker for the leading stations, PAMS is proud of the part it has played in pushing the Star Stations to the top.

DYNAMIC RADIO IN DYNAMIC MARKETS
the Star stations
KISN - Portland ADAM YOUNG
KOIL - Omaha AVERY-KNODEL
KICN - Denver ADAM YOUNG
DON W. BURDEN — *President*

Dynamic Men Man Dynamic Radio

BILL STEWART

Vice President
and
Assistant to the President

- 3 years with McLendon
- 3½ years with Storz
- *NOW and the Future...*

the Star stations

DYNAMIC RADIO IN DYNAMIC MARKETS

KISN - Portland
ADAM YOUNG

KOIL - Omaha
AVERY-KNODEL

KICN - Denver
ADAM YOUNG

the Star stations

DON W BURDEN — *President*

Dynamic Men Man Dynamic Radio

Steve Shepard
KOIL—Omaha

Charles Vais
KISN - Portland

"Chic" Crabtree
KICN - Denver

We at Star Broadcasting are grateful to our listeners, our advertisers, and our associates — all of whom contributed to the success of Dynamic Radio in Dynamic Markets.

Don W. Burden

DYNAMIC RADIO IN DYNAMIC MARKETS

the Star stations

KISN - Portland
ADAM YOUNG

KOIL - Omaha
AVERY-KNODEL

KICN - Denver
ADAM YOUNG

DON W. BURDEN — *President*

RADIO HAND IN MARKET TILL

RAB stations get sales presentation to help soften even more supermarkets

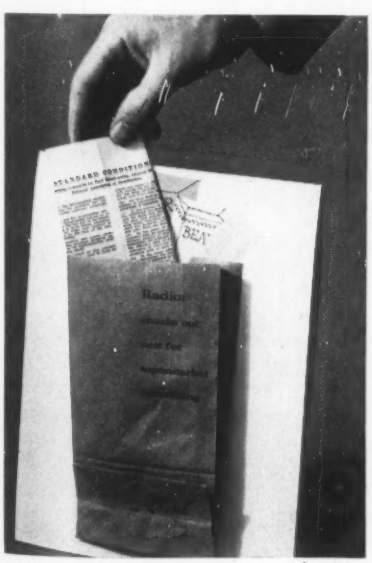
A campaign by Radio Advertising Bureau member stations designed to win for radio an even bigger share of the $375 million advertising outlay of the nation's supermarkets is being announced today (July 13) by RAB.

The bureau said its 1,000 member stations would go armed with a special package containing such sales tools as a full-scale radio presentation, case histories of supermarket success with radio, background on supermarket operations, and contest and other promotional ideas which the stores can use in radio campaigns. To carry out the supermarket theme, RAB attached a miniature shopping bag to the material—and suggested the stations enclose a proposal or contract for the stores they visit (see cut).

"Supermarkets spend an estimated $375 million annually for advertising and are already one of the biggest sources of local revenue for most stations," RAB President Kevin B. Sweeney told member stations. "The sales tools in this kit contain everything you need to win either new supermarket business or additional radio expenditures from existing clients."

The success stories tell how Kroger's nine stores in Roanoke, Va., used radio personality programs in becoming, according to the ad manager, the No. 1 food chain in the market; how M.C. Headrick, owner of two supermarkets in Cleveland, Tenn., parlayed a $2,500 into a $1.8 million business via radio; why McDaniel's, a southern California chain, credits radio with stimulating sales gains at the rate of half a million dollars a month, and similar radio success stories from Syracuse, N.Y., and Titusville, Pa.

The supermarket sales package is one of a series produced by RAB to help members sell local radio to specific categories or retailers.



CONTRACT IN THE BAG

RAB shows how to bring home the bacon

RAB has reached 1,000-station goal

The Radio Advertising Bureau now is 1,000 radio station members strong.

RAB President Kevin B. Sweeney no sooner announced this milestone than he followed up last week by setting a new goal: 1,150 station members and a budget exceeding $1.1 million by the end of the year. The 1960 year-end goal is 1,400 members and over $1.2 million budget.

The bureau reached a million-dollar budget several months ago. That income figure and the 1,000 station membership mark were two aims of the original incorporators of RAB when they organized it eight years ago.

The 1,000th station to join was KCSJ Pueblo, Colo., in June, the third highest month on record, with 42 stations signing up. The score now shows station members in 49 out of 50 states, in more than 620 communities and doing over 60% of all radio advertising volume in the U.S. There are three radio networks and 19 station representative and associate members not included in the 1,000 figure. California ranks highest with 68 station members, Texas has 55, New York, 54 and Ohio, 49.

New Cleveland fm

A full-time independent fm station goes on the air in Cleveland tomorrow (July 14) when WNOB-FM begins operations. With 135 kw, at 107.9 mc, the station will be on the air daily from 6:30 a.m. to 12 midnight. It is licensed to the Northern Ohio Broadcasting Co., Fred Austin, president and general manager. Station headquarters are at 1510 Williamson Bldg., Cleveland.

WREX-TV

RATES 79TH*

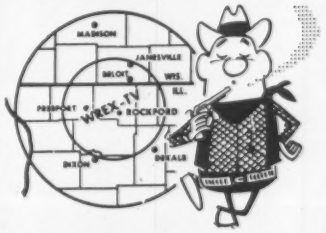
AMONG THE TOP ONE HUNDRED TV MARKETS

*SOURCE: TELEVISION MAGAZINE

REX, the friendly Lion says...

"YOU GET THE LION'S SHARE OF RICH AGRICULTURAL AND INDUSTRIAL MID•AMERICA"

Shoot Dead Center for SALES POWER!



YES, STRAIGHT SHOOTIN' RIGHT INTO 365,000 HOMES IN THE HEART OF MID•AMERICA'S AGRICULTURAL AND INDUSTRIAL MARKETS

REPRESENTED BY H-R TELEVISION INC.
J. M. BAISCH GEN. MGR.

WREX-TV
CHANNEL 13 ROCKFORD

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WKNB New Britain, Conn.: Sold by recent purchaser Connecticut Television Inc. (Herbert Scheftel, president) (BROADCASTING, June 29) to Beacon Broadcasting Co. (Sheldon Smerling, president) for $255,000. Mr. Smerling and family own WICO Salisbury, Md. The sale was handled by Daniel Jaret & Co., Brooklyn, N.Y. WKNB is on 840 kc with 1 kw, day.

• KSPR Casper, Wyo.: Sold by Donald L. Hathaway (original owner) to Burt L. Harris and Assoc. for $150,000. Mr. Harris is president of Rocky Mountain Tele Station, which operates KTWO-TV Casper and KTWX-TV Sheridan, Wyo. and is a substantial stockholder in the enterprise. Mr. Hathaway is sole owner and manager of KSPR-TV Casper (ch. 6). KSPR is the pioneer radio station in Wyoming, going on the air in 1930. It is affiliated with CBS Radio and operates on 1470 kc wih 5 kw, day and 1 kw, night. The sale was negotiated by Hamilton, Landis & Assoc.

• KMBY Monterey, Calif.: Sold to John L. Burroughs, Chicago manufacturer, by B.P. Timothy for $130,000. The sale was handled by Edwin Tornberg & Co. KMBY is on 1240 kc with 250 w.

• WSTL Eminence, Ky.: Sold to Victor M. Bellamy, general manager and 30% owner of WHBN Harrodsburg, Ky., by J.W. Dunavent for $70,000. The sale was handled by Paul H. Chapman Co. WSTL is on 1600 kc with 500 w.

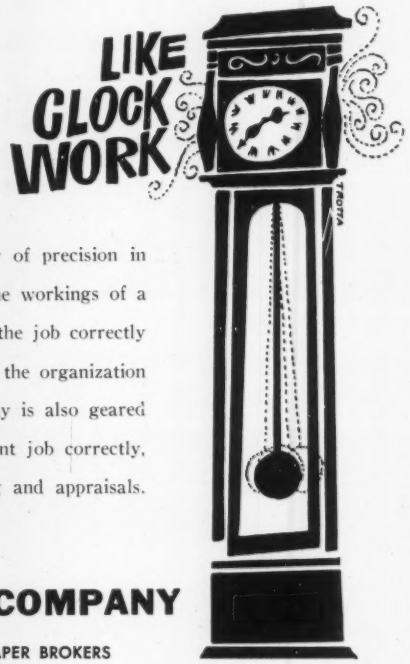
• WGGO Salamanca, N.Y.: Sold by Alfred B. Smith, majority owner of WCBC Anderson, Ind. to Jamestown Broadcasting Co. (Si Goldman) for $40,-750. Jamestown Broadcasting Co. owns WJTN-AM-FM Jamestown and WDOE Dunkirk, both New York. Sale was handled by Edwin Tornberg & Co. WGGO is on 1590 kc with 1 kw, day.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 106).*

• KROY-AM-FM Sacramento, Calif.: Sold to John T. Carey Inc. by Robert W. Dunn and others for $390,000, subject to adjustments and a one-year option to purchase land and transmitter for $4,000. KROY is on 1240 kc with 250 w and is affiliated with CBS. KROY-FM is on 102.5 mc with 18 kw.

• WEEP Pittsburgh, Pa.: Sold to Golden Triangle Broadcasting Inc. by Pittsburgh Broadcasting Co. for $319,000. Myron Jones, president and majority stockholder in assignee, has interest in WJET Erie and WTIV Titusville, both Pennsylvania, and owns WHOT Youngstown, Ohio. R. C. Crisler Co. handled the sale. WEEP is on 1080 kc with 1 kw, day.

• WDMJ-TV Marquette, Mich.: Merger stock transaction of Lake Superior Broadcasting Co., 48%, and M&M Broadcasting ,52%, into North Central Broadcasting Co., to be headed by Frank J. Russell, president of *Marquette Mining Daily Journal*, (99% owner) which presently owns Lake Superior Broadcasting. M&M Broadcasting (WMAM and WMBV-TV Marinette, Wis.) is owned 55% by *Superior* (Wis.) *Evening Telegram* (Morgan Murphy). Transaction involves overall consideration of more than $250,000: the assumption by North Central of obligations totaling $102,-000; the securing by M&M of a $160,-000 *Mining Journal* note. Mr. Russell retains ownership of WDMJ Marquette, among other interests. Comr. Robert Bartley dissented. WDMJ is on ch. 6 and is affiliated with CBS-TV.



There's a high quality of precision in a timepiece. The workings of a clock are geared to do the job correctly and efficiently. And the organization of Blackburn and Company is also geared to do the most efficient job correctly, in negotiations, financing and appraisals.

BLACKBURN & COMPANY

RADIO — TV — NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE	MIDWEST OFFICE	SOUTHERN OFFICE	WEST COAST OFFICE
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Avenue Chicago, Illinois Financial 6-6460	Clifford B. Marshall Stanley Whitaker Healey Building Atlanta, Georgia JAckson 5-1576	Colin M. Selph California Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

Taft Broadcasting stock offer all sold

In the first public offering of stock in Taft Broadcasting Co. on Tuesday (July 7), all 483,322 shares, priced at $15 each, were sold on subscription, according to Harriman Ripley & Co., New York underwriter.

The stock offered to the public represents one-third of the total number of shares outstanding. It was sold by holders of the shares, with none of the proceeds going to the company.

Taft Broadcasting owns WKRC-AM-FM-TV Cincinnati, WTVN-AM-TV Columbus, WBRC-AM-FM-TV Birmingham, and WKYT (TV) Lexington, Ky., and has a 30% interest in WBIR-AM-FM-TV Knoxville, Tenn.

Directors of the company have declared a dividend of 10 cents a share on the common stock, payable Sept. 1, 1959, to holders of record on Aug. 15 and also have declared a 2½% stock dividend to holders on Feb. 15, 1960.

$6 million for etv

Television as a teacher's tool will receive additional study as the result of a second round of grants to universities and colleges by the Ford Foundation, New York. Contributions totaling $6,-

YOU MAY NEVER SEE A 2200 B.C. MAP*—

BUT... The WKZO-TV Coverage Map Will Give You "The Picture" Around Kalamazoo-Grand Rapids!

PLEASE NOTE! As shown below, WKZO-TV delivers 94.9% more homes than Station "B," Sunday through Saturday, 9 p.m. to midnight!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(Jan. 25-Feb. 21, 1959)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
6 a.m.-9 a.m.	17,600	17,300	50.4%	49.6%
9 a.m.-Noon	55,500	32,300	63.2%	36.8%
Noon-3 p.m.	69,400	35,200	66.3%	33.7%
3 p.m.-6 p.m.	68,000	54,500	55.5%	44.5%
Sun. thru Sat.				
6 p.m.-9 p.m.	148,700	95,500	60.8%	39.2%
9 p.m.-Midnight	134,300	68,900	66%	34%

NSI, ARB, NCS No. 3—all *three* give WKZO-TV *a big edge* as Western Michigan's best television buy!

And here's proof of WKZO-TV superiority:

- Latest NSI survey gives WKZO-TV more homes in *six times* as many quarter hours as Station B!
- WKZO-TV is out front in 60.6% of all quarter hours in the Kalamazoo-Grand Rapids ARB 9-county survey (Jan. 12-Feb. 8, 1959).
- NCS No. 3 gives WKZO-TV far more homes—monthly, weekly, daily—than any other Michigan station outside of Detroit!

Add WWTV, Cadillac, to your WKZO-TV schedule for *all the rest of outstate Michigan worth having.*

**World's oldest map (c. 2,200 B.C.) is a cadastral clay tablet used for land taxation, now in Istanbul Museum, Turkey.*

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Everything for the studio...

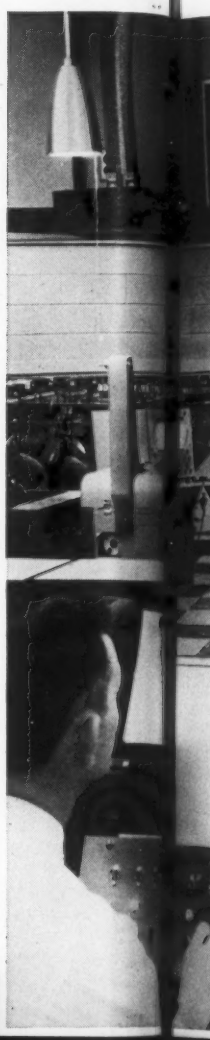
INCLUDING THE SYNC!

General Electric television studio equipment is designed for ease of operation, economy, adaptability and simple maintenance.

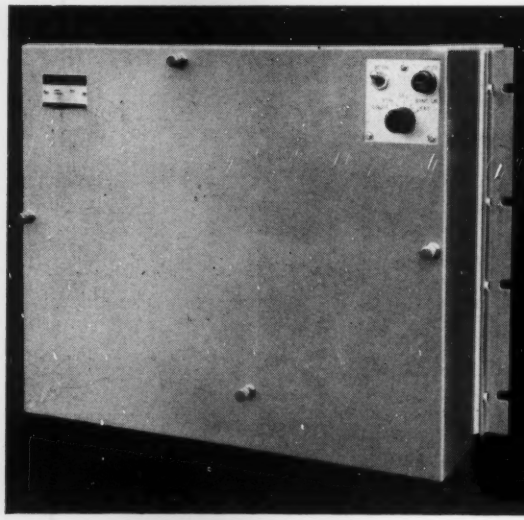
A good example is G.E.'s new synchronizing generator.

Much smaller than previous units, it takes only 14 inches of rack space — requires far less power. Computer-type circuits using industrial-grade transistors assure maximum reliability at minimum cost. Only *two* operating controls are necessary because of the extremely stable design. The built-in power supply operates from a 90 to 135 volt input and convenient test jacks simplify servicing.

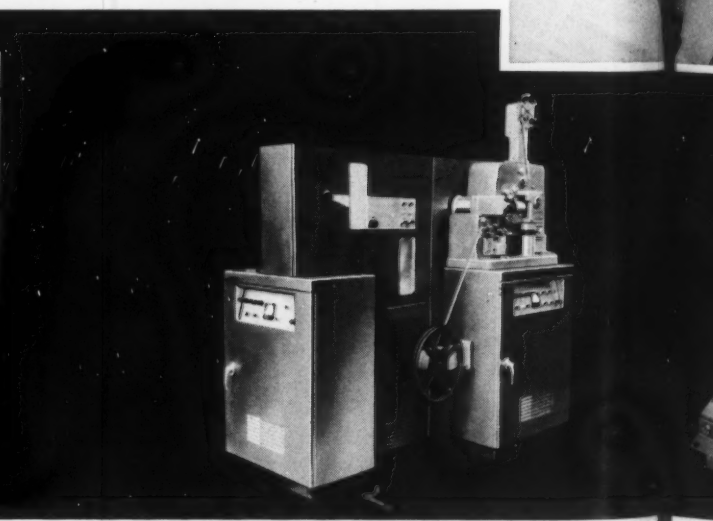
Cost-conscious TV stations across the country are turning to G-E video equipment for easier, more economical operation. For the full story, call your Broadcast Equipment representative or write Broadcast Sales Manager, Technical Products Dept., Electronics Park, Syracuse, N. Y. In Canada: Canadian General Electric Company, Broadcast Equipment Sales, 830 Lansdowne Ave., Toronto, Ontario. Elsewhere: International General Electric, 150 E. 42nd Street, New York, N. Y.



WSYR's efficient new radio and television center in Syracuse, N. Y. employs G-E "Customer-Oriented" audio and video amplifiers, cameras, controls, monitors, power supplies, pick-up devices, synchronizing equipment, speakers, accessories, power supplies, and other rack-mounted equipment.



G.E.'s new transistorized sync generator the Type PG-4-B, features low power consumption, high stability and low heat output. Takes only 14 inches of rack space; built-in power supply operates from a 90 to 135 volt input.



The G-E "flying spot" scanner channel Type PE-12-C handles film and slides in monochrome and color with equal operating ease. No registration or variable density problems—low operating and maintenance costs. New AGC system makes it unnecessary for the operator to ride gain under most conditions. Automatic shrinkage compensator, automatic focusing produce an undistorted, clear picture at all times.

The versatile G-E video AGC amplifier Type TV-95-A improves any vidicon's picture quality by supplying a constant signal level without continuous manual gain riding.

General Electric's compact transistorized color television camera Type PC-10-A is shorter, smaller, lighter, more maneuverable, more reliable than any of its predecessors in the industry.

GENERAL ELECTRIC

"Me an' J.K.

is just like this!" WJAR-TV not only has a corner on quality feature films in the Providence market, but also exposes them with rare showmanship. Morning and afternoon films, for example, are emceed daily by personable Jay Kroll who asks viewers to write and tell him what they would like to see, then waits for the mailman to clue him on local tastes. Between "acts", Jay interviews visiting celebrities, and leaders of local and national civic groups. "The Jay Kroll Show" — another good reason why WJAR-TV has won the TV heart of the PROVIDENCE MARKET.

10th Anniversary of CHANNEL 10

WJAR-TV

Cock-of-the-walk in the PROVIDENCE MARKET

NBC · ABC · Represented by Edward Petry & Co., Inc.

317,000 will be shared by 10 schools which offer programs to advance teacher education. Last April 1 the foundation distributed $9.1 million in similar grants.

Schools which include tv teaching methods in their training plans and the overall grant for each are: Cornell U. ($808,550), teaching internship program includes experiments in closed-circuit tv; Michigan State U. ($585,000), particular emphasis on educational tv through cooperation with community colleges in Michigan; U. of North Carolina, ($326,500), North Carolinian In-School Television Program; Vanderbilt U. ($615,300), training in the use of tv for teaching classes of varying sizes.

Other groups and associations receiving funds to pursue etv include: Chicago Education Television Assn. ($1,000), to evaluate *Continental Classroom's* (NBC-TV) physics course; U. of Florida ($52,000) for released time of faculty for etv programming, and Office of the Sacramento (Calif.) Superintendent of Schools ($156,000), for expanded in-school telecast service in the surrounding 15-county area.

• Rep appointments

• WBAY-AM-TV Green Bay, Wis., appoints the Katz Agency, N.Y.

• WTAX-AM-FM Springfield, Ill., appoints Gill-Perna Inc., N.Y.

• WALT Tampa, Fla., appoints Gill-Perna Inc.

• WTUG Tuscaloosa, Ala., 100% Negro-programmed station, appoints National Time Sales.

• Media reports

• Assn. of Maximum Service Telecasters, Washington, D.C., announces the addition of two new members, WIS-TV Columbia, S.C., and WSOC-TV Charlotte, N.C.

• KXTV (TV) Sacramento has presented an $8,000 check to KVIE (TV) there as part of the commercial station's support of educational ch. 6. Richard P. Hogue, vice president and general manager of KXTV, who made the presentation to John Crabbe, KVIE general manager, said his station feels "an educational station has an equally vital part in the community and we wish to support it." KXTV also shares its antenna site and tower with KVIE and has provided a tv camera at tube cost.

• WPLM Plymouth, Mass., has opened new studios. They overlook Plymouth Harbor on a 33-acre tract on the Route 3 by-pass. WPLM also boosted power from 1 kw to 5 kw. The station is on 1390 kc.

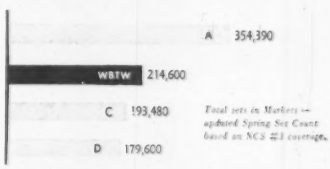
"SECOND can be beautiful"

Miss Carolyn Melton of Cheraw, S. C., exemplifies southern charm by winning runner-up honors in the 1959 Miss Universe contest held at nearby Myrtle Beach.

South Carolina's more that 2 1/3 million citizens cannot possibly be covered by the first TV market stations alone. WBTW offers you easy access to South Carolina's second sociable million largely free from effective competition. Check NCS #3 totals for South Carolina TV stations. One good look and you'll agree "Second Can Be Beautiful."

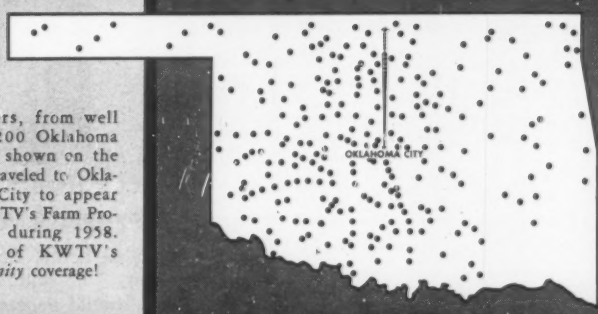
Serving South Carolina's SECOND Biggest TV Market

WBTW
FLORENCE, S.C.
Channel 8 Top Power



THE JEFFERSON STANDARD BROADCASTING COMPANY represented nationally by CBS TV Spot Sales

This is the KWTV Community!



Viewers, from well over 200 Oklahoma towns shown on the map, traveled to Oklahoma City to appear on KWTV's Farm Programs during 1958. Proof of KWTV's *community* coverage!

Community Coverage makes KWTV OKLAHOMA CITY
Oklahoma's No. 1 Television Station

The TOWER with SALESpower in Oklahoma!

CBS

See your PETRYman

SENATE GROUP CONSIDERS NARBA

Treaty with Mexico also argued before Morse subcommittee

Two international broadcasting agreements were the subject of a one-day Senate hearing last Thursday (July 9) with the plea of daytime stations for more time on the air remaining the chief stumbling block to Senate ratification.

The special 5-man ad hoc subcommittee of the Senate Foreign Relations Committee is headed by Sen. Wayne Morse (D-Ore.). Topics of the hearings were the North American Regional Broadcasting Agreement, signed by five countries Nov. 15, 1950, and the Mexican-U.S. treaty, finalized Jan. 29, 1957.

Parties to the NARBA agreement, in addition to the U.S., are Canada, Cuba, Dominican Republic, Bahama Islands and Jamaica. The treaties set up guarantees that one country will not interfere with the internal broadcasts of another country. They reserve 25 clear channels for U.S. use, seven in Mexico and six in Canada. Canada and Cuba have ratified the NARBA agreement, while all countries have been operating through a "gentlemen's agreement" embracing its terms in the nine years since the agreement was reached.

Champions for Treaties • FCC Comr. Rosel Hyde and W.T.M. Beale Jr., deputy assistant Secretary of State for economic affairs, led eight witnesses testifing in favor of immediate Senate ratification of the treaties. Two witnesses, including a congressman and Daytime Broadcasters Assn.'s J.R. Livesay, opposed ratification of the Mexican treaty only.

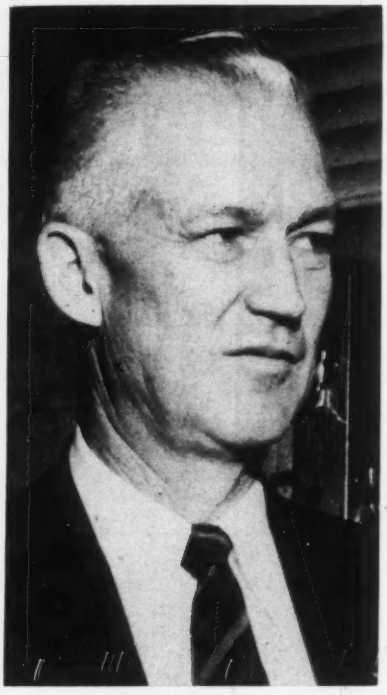
Comr. Hyde, chairman of the U.S. delegation in the negotiation of both treaties, was questioned closely on provisions of the treaties relating to daytime stations. He said that Mexico already has given the U.S. an "emphatic no" on requests to boost power and hours of U.S. daytimers operating on the seven reserved Mexican clear channels.

Sen. Morse read a letter from C.E. Franklin, president of WCEF Parkersburg, W.Va., which accused Comr. Hyde of protecting only the interests of the large stations in the Mexican negotiations.

"I have never taken a position as being for the high-powered stations and against low power at all," Comr. Hyde stated. He further said the record would show this to be true.

He said all interests were frequently consulted during the negotiations and that the daytimer spokesman gave his somewhat reluctant approval to the Mexican treaty. Comr. Hyde pointed out that the overall interest of broadcasting had to be protected over the interest of a particular group.

The commissioner pointed out, as did following witnesses, that utter chaos would result if the treaties are not ratified. Comr. Hyde pointed to fm as one course open to daytime stations for extended hours. Fm offers a "real opportunity," he said, because if present service should be extended for daytimers 25 people would lose service for every two persons who gained.



FCC's HYDE

More delay can be chaotic

Hyde Under Questioning • Comr. Hyde answering a question by Sen. Frank Carlson (R-Kan.), said many daytimers can extend their service into the night by using directional antennas. He said the evidence is "overwhelmingly against" letting daytimers operate beyond local sunrise and sunset.

Sen. Frank Lausche (D-Ohio), queried Comr. Hyde about the differences in clear channel reservations between NARBA, as related to Canada, and the Mexican treaty. The commissioner explained that U.S. stations are permitted to operate nighttime on Canadian clears when they are located more than 650 miles from the border. The same stipulation applies to Canadian operation of the 25 U.S. clear channels, while under the Mexican agreement no such nighttime operation on the two countries clear channel reservations would be permitted.

Comr. Hyde maintained the two different situations could not be compared and that both are extremely fair to the U.S.

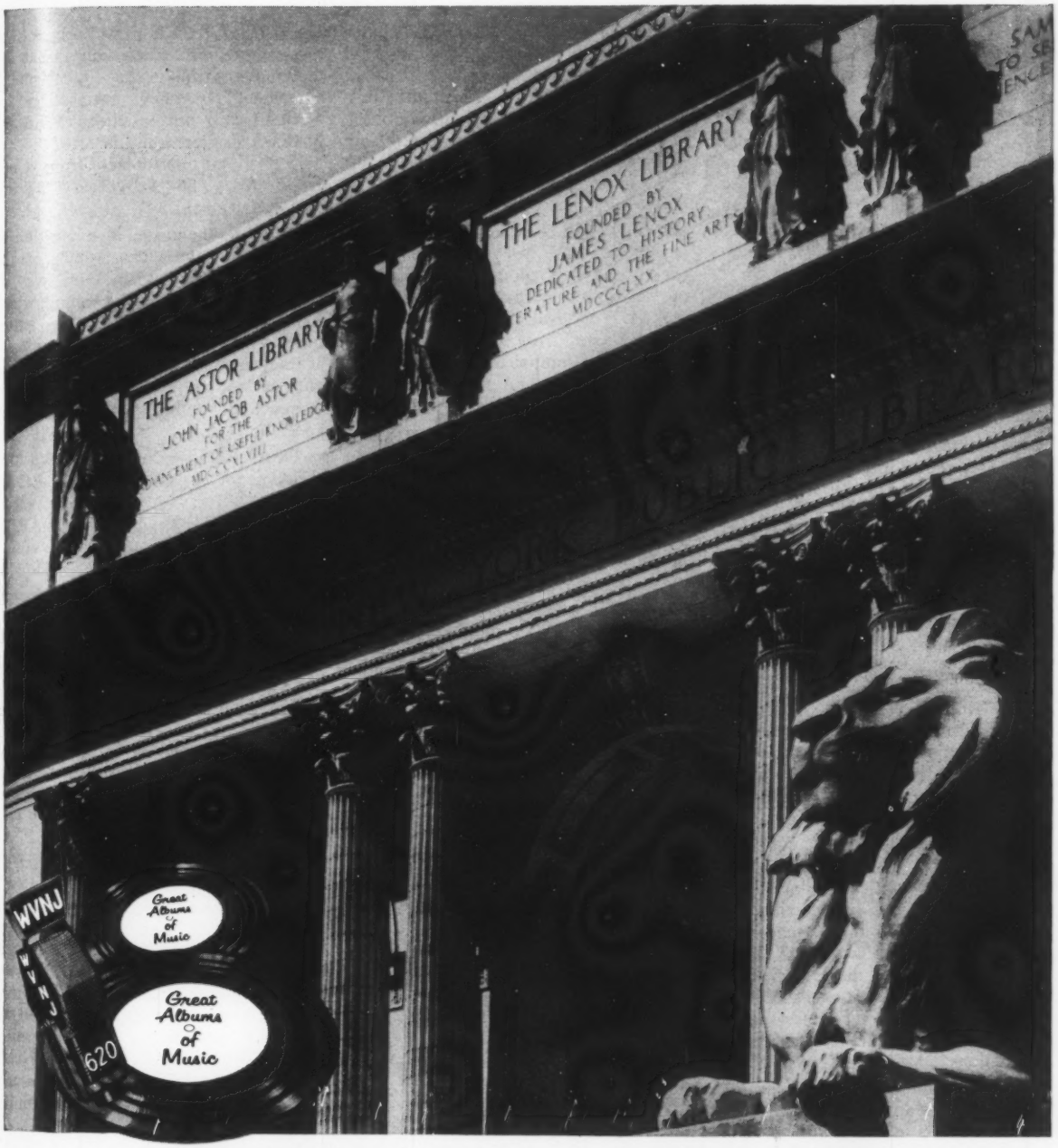
Mr. Beale said that the effect of continued delay in Senate approval of the two international broadcast treaties "will be the same as outright refusal to permit ratification. . . . Those concerned are convinced that they have negotiated the best possible agreements under the circumstances."

He said that major issues which held up prior approval of the treaties now have been resolved and that a favorable decision can now be made. All parties to NARBA have endeavored to follow its terms during the nine years it has been pending, he said, but in certain instances borderline deviations have been permitted for which there is no legal remedy in the absence of a treaty. "The longer these deviations remain uncorrected, the more others are encouraged to attempt further deviations," Mr. Beale said.

Effect on Daytimers • Mr. Livesay, president of WLBH Mattoon, Ill., and board chairman of DBA, was the principal spokesman against ratification of the Mexican treaty. DBA's objection, he said, centers around that portion of the treaty which prevents the U.S. from authorizing nighttime operation on the seven Mexican clears.

"The effect of ratification of this agreement, with this provision in it, will be to declare as the supreme law of the land that the existing 250 U.S. daytime broadcasting stations now operating on these channels [Mexican clears] . . . must operate with severely restricted hours without regard to urgent public need for longer hours of operation in the communities in which these stations operate," Mr. Livesay said.

"It is our belief that the situation which is created by these restrictions



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WVNJ originated the programming concept of Great Albums of Music. It is the only radio station in the metropolitan area that plays just Great Albums of Music from sign on to sign off every single day of the year.

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The very nature of the music makes the audience preponderantly adult. It's a rich audience, too. In one of the wealthiest counties of America (Essex—with its million plus population) — WVNJ dominates in audience — in quality of audience — and in prestige.

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WVNJ delivers its adult, able-to-buy greater New York audience for less cost per thousand homes than any other station in the market. By every reasoning it's your very best buy.

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WVNJ Newark, N. J.— covering New York and New Jersey

is unjust, inequitable, discriminatory and contrary to the best interests of this country. It is further our position that these restrictions are completely unnecessary for the protection of any legitimate interest of Mexico. . . . The only conceivable purpose of these restrictions is to enable Mexico to provide broadcast service on these channels over extensive areas of the U. S. far beyond the confines of its own border."

In a 31-page statement, Mr. Livesay pointed out that there are over 30 fulltime U. S. stations operating on Canadian clear channels, yet no such operation is permitted on Mexican clears. He said that 60% of the spectrum is used in the U.S. by only 5% of the stations, while the remaining outlets are crowded into the rest of the am spectrum and "restricted to far more limited operations." These figures indicate that something is "radically wrong" with the U.S. broadcast structure, the DBA spokesman said.

He charged that in negotiating the Mexican treaty, the U.S. spokesmen at no time formally asked that this country's daytimers be permitted a more liberal broadcast schedule on Mexican clears. Mr. Livesay said stations in Canada, Cuba, Dominican Republic, Jamaica and the Bahamas, signers of NARBA, are permitted to operate fulltime on Mexican I-A frequencies.

"In the final analysis, therefore, ratification of this agreement can only mean that the U.S. would yield to Mexico a very substantial portion of its own sovereign rights by agreeing that Mexican stations on these frequencies are entitled to render broadcast service to extensive areas of the U.S., and by the same token would forfeit the right of its own citizens to receive service on those frequencies from its own broadcast stations," Mr. Livesay stated.

He also maintained that approval of the Mexican treaty at this time would "prejudice" two bills currently pending before the House (see below) which would make uniform the hours of daytime stations.

He emphasized that DBA has no objection to the ratification of the NARBA treaty.

Shipley Attacks • Rep. George Shipley (D-Ill.), in urging Senate rejection of the Mexican treaty, said that daytime stations are not getting fair treatment. Rep. Shipley is the author of a bill (HR 6676) which would authorize the daytimers to operate from 6 a.m. to 6 p.m. or local sunrise to sunset.

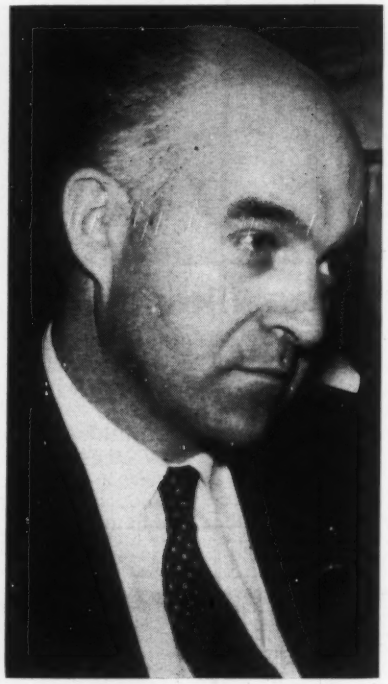
He said that ratification of the Mexican treaty would prevent the 260 U.S. stations operating on Mexican clears from improving their service with extended hours during the winter months. Rep. Morgan Moulder (D-Mo.) is the author of a bill identical to Rep. Shipley's. "I believe that this piece of legislation has been long overlooked," the congressman said, "and in all fairness to the daytime stations . . . hearings should be held by the House Commerce Committee."

Comr. John S. Cross said that the benefits of the two treaties "greatly exceed the restrictions which they, at the same time, necessarily impose." At the time the two treaties were negotiated, Comr. Cross was assistant chief of the telecommunications division of the State Dept. and represented that body in the talks.

He pointed out that each new treaty in the communications field is exceedingly harder to negotiate because of the increasing number of radio stations. "Accordingly, the U. S.-Mexican agreement, and more particularly NARBA . . . are more favorable from the U. S. standpoint than it would be possible to negotiate today," he said.

Until the NARBA treaty is ratified, Comr. Cross maintained, "the United States receives most of the limitations imposed by the treaty but enjoys few, if any, of the considerable benefits which would redound to it under the treaty. . . . Substantial harm has occurred and will continue to occur in increasing degree to the overall broadcast service in the U. S. unless these agreements are ratified."

Elliott M. Sanger, executive vice president of WQXR New York, told of his station's difficulties with Cuban interference while the "gentlemen's agreement" pending ratification of NARBA was not in effect. With the NARBA agreement in 1950, the objectionable interference from Cuba on WQXR's 1560 kc (Class I-B) was removed, he said.



DAYTIMER'S LIVESAY
Ratification would be harmful

"We are, therefore, in a position to testify as to the chaos which existed during the period when there was no agreement and the improvement which took place immediately after agreement was reached," Mr. Sanger said. If the treaties are not ratified, there will be no guarantee against the recurrence of such destructive interference, he stated.

Clears' Stand • John H. DeWitt Jr., speaking for the Clear Channel Broadcasting Service, urged joint approval of the two treaties although "NARBA contains unwarranted concessions," particularly to Cuba. Mr. DeWitt, president of WSM Nashville (650 kc clear channel), said CCBS would object to ratification of NARBA without Senate approval also of the Mexican treaty.

He urged that all possible steps be taken to improve nighttime service to the "white areas" of the U. S., compromising he said 57% of this country's land area and 25% of the population. "We think the daytimers are taking a very narrow attitude . . . " in opposing the Mexican treaty, he said, which is fair to both countries.

Hollis M. Seavey, president of WCUM Cumberland, Md., and formerly executive director of CCBS, urged immediate ratification of the two agreements. He charged that any segment of the broadcast industry opposed to Senate approval either is not informed or is moved by "strictly selfish motives." Mr. Seavey said that he was speaking as the owner of a local radio station and not for CCBS.

Attorney's Support • Andrew G. Haley, Washington attorney, "strongly" urged ratification of both agreements. He complimented the U.S. delegation for the result of the conferences, noted that "for the first time the United States would have complete control over U.S. clear channels," if the treaties were ratified. He said that the treaties would benefit all of U.S. radio, including "many daytimers who would have a chance to increase their power to 5 kw." This is a provision in the U.S.-Mexican agreement. He also maintained that the "least opposition" should come from daytimers; that overall the two treaties are the "best and most orderly arrangements."

Glen H. Wilkinson, Washington attorney for KSL Salt Lake City, also

The constantly accelerating move of industry to Florida has kicked the old "seasonal market" theory into the wastebasket.

In 1958 alone, 226 new industrial plants providing year 'round employment for an estimated 10,600 people began operations in the 26-county area dominated by WFLA-TV.

Added to this are the already established payrolls in Tampa, long-time industrial hub of Florida, plus industrial Pinellas County and 26 counties in rich agricultural-industrial West Coast and Central Florida.

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NATIONAL REPRESENTATIVES, BLAIR-TV

supported the agreements. If the Senate fails to ratify the treaties, Mr. Wilkinson said, chaos might result to radio service in the United States—with the most immediate sufferers the rural listeners. Mr. Wilkinson also stated that the daytimers' opposition "confused" domestic policy with international agreements.

Sen. Morse read a statement by Sen. John Carroll (D-Colo.) urging ratification of the treaties. Sen. Carroll said that clear channels must be maintained to protect nighttime service to the public. Some 30 communications from stations favoring ratification were entered into the record, along with approximately 10 statements from broadcasters who opposed ratification.

The chairman ordered the record kept open until Thursday (July 16) for the submission of additional statements requested of several witnesses. Sen. Morse said the subcommittee probably would act "within two weeks" after the record is closed.

Swedish suggestion would change am band

A suggestion that the radio standard broadcast band be cut back to 1495 kc —and extended at the other end to 415 kc—has been made by Sweden.

In proposals submitted to the nations of the International Telecommunications Union, preparing for the Aug. 17 Geneva conference. Sweden recommended that a study be made as to the feasibility of assigning 1495-1605 kc to the marine band, in exchange for 415-525 kc to the standard broadcast band.

The standard broadcast band runs 535-1605 kc, although in Europe the broadcast band begins at 525 kc.

The Swedish proposal is not a new suggestion, it was learned, but actually has been discussed—even by the FCC—as far back as the 1938 ship power hearing.

In other proposals by foreign governments on broadcast bands, Japan has asked that 216-222 mc be added to Region III (Far East) for use in television broadcasting. At the present time, 216 mc is the limit for television in Region III as it is in the United States.

Various proposals by other countries are being studied by U.S. government officials as they prepare for the conference. Directing this work is FCC Comr. T.A.M. Craven, who is expected to be chairman of the U.S. delegation.

California 'likes' tv

Gov. Edmund G. (Pat) Brown of California, has "clarified" his position and that of California in regard to

CCBS' DEWITT
Approve both treaties

testimony by a state representative in the FCC's 25-890 mc hearing which suggested that the vhf tv band be reserved for public safety services (Broadcasting, June 29). The representative was State Communications Advisory Board Chairman William Whiting.

In a letter to the FCC, which was also sent to every California tv outlet, Gov. Brown declared: "I had not, and do not support elimination of commercial television, in whole or in part, from the vhf band in California. Official state policy does not support such action either." In his note to the tv stations, Gov. Brown said he believes that the tv industry deserves "commendation rather than harassment." He pledged his continued interest in tv's problems and activities.

Daytimers' extension refused second time

Extended hours for daytime broadcasters—from 6 a.m. to 6 p.m., or sunrise to sunset, whichever combination is longer—received a second refusal from the FCC last week.

Last fall (AT DEADLINE, Sept. 22, 1958) the Commission denied a Daytime Broadcasters Assn. petition requesting a change in daytime hours to 5 a.m. or sunrise to 7 p.m. or sunset, whichever is longer. The present DBA petition was filed following this refusal. This second petition had also involved an alternative request by DBA for a two-year experimental operation on longer hours. At the present daytime stations are limited by regulation to local sunrise-sunset.

In its decision last week the Commission concluded: ". . . the losses of standard broadcast radio service, both groundwave and skywave in the various areas affected, which would result from an extension of the hours of operation of stations licensed for daytime operation must be determinative herein." The Commission early this month instructed its staff to prepare the document turning down the second DBA petition (AT DEADLINE, July 6).

Senate bill favored for FCC continuity

The Senate Interstate & Foreign Commerce Committee last week reported favorably a bill (S 1965) which would require a member of the FCC or the Federal Power Commission to continue to serve, upon expiration of his term of office, until his successor has been appointed and confirmed (by the Senate).

The report of the committee, which is headed by Sen. Warren G. Magnuson (D-Wash), said the legislation is designed to prevent vacancies on the FCC or FPC while newly-appointed succeeding members qualify. By having the commissioner remain in office, the Senate would not be forced to rush to name his successor, the report said.

The committee struck from the original bill (introduced last May 15) a provision which would give the President power to remove members of the FCC or FPC from office for ineffciency, neglect of duty or malfeasance in office.

The bill as drafted would make the Communications Act and the Federal Power Act uniform with acts creating the Federal Trade Commission, Interstate Commerce Commission and Civil Aeronautics Board. Laws creating these last three agencies give the President power to dismiss members. But the committee said last week this provision of the original S 1965 "should be the subject of further study" in view of recent decisions of the federal courts.

Crowell-Collier stock

Crowell-Collier Publishing Co. has filed a statement with the Securities & Exchange Commission seeking to register 200,000 outstanding shares of common stock for sale to the public through an underwriting group headed by Carl M. Loeb, Rhoades & Co. The offering price will be related to the current market price of the stock on the American Stock Exchange prior to

"Doubling as an announcer and salesman is no problem with the GATES Nite Watch. Gives me a chance to get better acquainted with my sponsors, too..."

The Gates **Nite Watch** automatic programming system provides up to 7½ hours of continuous programming. Three basic requirements are supplied as a complete package with **Nite Watch**: (1) production console, (2) tape control unit—a top grade tape recorder/playback mechanism of advanced design, and (3) the 100 record—up to 200 plays, both sides—45 RPM automatic cueing transcription changer.

Write today for the 8-page brochure describing each outstanding feature of this new automatic programming system—yours for the asking.

Progressive broadcasters across the nation look to the Gates Nite Watch as the *better way*...

"We like all phases of the **Nite Watch**. It has given our staff a morale boost, caused them to become more program conscious, given better control over our selection of music, and more efficient use of time."

Radio Station KRNO — San Bernardino, California

"**Nite Watch** is a big help to my station. It relieves the Disc Jockey from board time which can be taken over by the Chief Engineer or other personnel, allowing the DJ to spend more time in contacting the public and makes for closer relations between the man who acts as master of ceremonies of the show and the sponsor."

Radio Station KVLV — Fallon, Nevada

"I like the **Nite Watch** because it kills any human errors. I am very happy with it and I am thinking of adding to it another record cabinet. In fact, if the time comes I may add another complete machine to my operation."

Radio Station KIUN — Pecos, Texas

"Our listeners are unable to distinguish any difference in live operation and 'Auto-mat' operation. It has completely fulfilled our expectations."

Radio Station WJRD — Tuscaloosa, Alabama

"There is no question but that **Nite Watch** has been a great benefit to our operation and we feel that it is one of the best investments we have ever made in equipment."

Radio Station KFEQ — St. Joseph, Missouri

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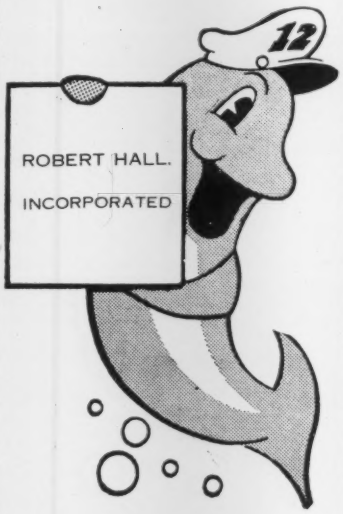

Robert Hall, Inc. has joined the Honor Roll of Advertisers who chose WFGA-TV to carry its sales messages to more than a quarter-million Florida-Georgia TV homes. Robert Hall, Inc. is using a saturation spot schedule, and these spots—combined with WFGA-TV programming—will provide top selling power for Robert Hall.

"Jaxie" is proud to have Robert Hall and the Arkwright Advertising Co., Inc. of New York on its growing list of advertisers.

NBC and ABC Programming Represented nationally by Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

offering (it closed at 20 Thursday evening).

The company bought what is now KFWB Los Angeles in 1956 and last month consummated its purchase of KEWB San Francisco. Late last month it contracted to buy WISK St. Paul for $625,000 (BROADCASTING, May 25).

There are outstanding 2,425,299 common shares at $1 par value. Sellers include the following: Publication Corp., proposing to sell 96,834 out of 196,834 held; Knapp Securities Corp., 44,342 out of 66,018; Claire K. Dixon, all of her holdings totaling 38,824; Mrs. Giles Whiting, 10,000 out of 43,378, and Louis E. McFadden, 10,000 out of 40,218.

Montana Microwave stays FCC stop order

A federal court has issued a preliminary injunction against the FCC, resulting in the continuance of a microwave relay system feeding Spokane, Wash., tv programs to a Helena, Mont., community antenna system.

The injunction was issued by a three-judge panel of the Ninth Circuit appeals court last Wednesday (July 8) upon request of Montana Microwave. It stayed an FCC order which would have caused the microwave system to shut down its service pending Commission determination of a protest against the microwave system. The latest court ruling set Aug. 4 as the date for argument on Montana Microwave's request for a temporary injunction.

The protest was filed by KXLJ-TV Helena. It originally was denied by the Commission on the ground it did not meet the requirements of Sec. 309(c), the protest provision of the Communications Act. KXLJ-TV appealed and last May the U.S. Court of Appeals in Washington ruled that the FCC erred. Last month, the Commission set this case, along with several similar ones, for oral argument on July 24 (BROADCASTING, July 6).

More election funds proposed in new bill

An elections reform bill which would raise the present $3 million ceiling on contributions and expenditures for political committees operating in two or more states was approved unanimously by the Senate Rules & Administration Committee last week. A bill carrying out the committee's proposals will be introduced this week. It would establish instead a total ceiling based on multiplying the total number of votes cast in any one of the last three presidential elections by 20 cents.

The bill raises (up to $50,000) the amount a candidate for the Senate or for representative-at-large may spend in an election campaign. The present $12,500 election expenditures limit for a candidate for representative from a congressional district would be retained, but he would have the option of spending more under a sliding scale formula based on the number of votes in past elections or registrations for the current election.

The present limit of $5,000 on one person's donation to a candidate or committee would be retained, but there would be no limit on the number of candidates or committees to which he might contribute.

Chairman of the rules group is Sen. Thomas C. Hennings Jr. (D-Mo.). Other members include Sen. Thruston B. Morton (R-Ky.), Republican National Committee chairman, and Sen. Mike Mansfield (D-Mont.), the Senate's No. 2 Democratic leader.

WINR-TV seeks vhf

WINR-TV, uhf station in Binghamton, N.Y., has asked the FCC to drop in ch. 4 or 9, or both, at that city, citing the strong odds it has struggled against competing with the vhf station in that city (Triangle Publications' WNBF-TV, ch. 12) since going on the air in late 1957. WINR-TV said it has spent heavily on promotion, good equipment and on experiments with boosters and translators, but has concluded its ch. 40 can't compete effectively against ch. 12. "Sheer effort must give way to economic reality," WINR-TV said, and the only alternative will be to cease operation. The station said the nearest co-channels to Binghamton are (ch. 4) WRCA-TV New York and WBEN-TV Buffalo, both about 136 miles away, and (ch. 9) WOR-TV New York, all below Zone I's minimum mileage separations of 170 miles. An engineering statement said precise offset carrier operation would prevent any interference up to 135 miles without reducing the service areas of the Buffalo or New York City stations.

NLRB certifies two

Results of the election in which technicians of KTHS Hot Springs, Ark., voted 5-2 against the International Brotherhood of Electrical Workers have been certified by the National Labor Relations Board, which dismissed objections filed by IBEW. NLRB also certified National Assn. of Broadcast Employes & Technicians (NABET) as bargaining unit for employes of KETV (TV) Omaha, Neb. (excluding maintenance, clerical employes, guards and supervisors). NABET received all nine of the valid votes cast.

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Long famed as the nation's leading agricultural market, the Inland Valley of California has recently grown as an industrial center. Thousands of new families, earning new millions of dollars have added to the economic strength of this already-rich market. For example, effective buying income is more than Maine, Vermont and New Hampshire*. And, all through this area, hundreds of thousands of people are buying the products they hear about on Beeline radio. Shouldn't your message be there?

As a group, the Beeline stations give you more radio homes than any combination of competitors... at by far the lowest cost per thousand. (Nielsen & SR&D)

Sales Management's 1959 Survey of Buying Power

Static firing test of a rocket engine at Aerojet-General plant in Sacramento

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

NEW THREATS TO TALL TOWERS

Broadcasters who want to go up now face double trouble from federal aviation czar and multiplying state laws

Two new developments are threatening to make it a lot tougher in the future for broadcasters to build tall radio and tv towers.

The first is the apparent intention of the newly-created Federal Aviation Agency to do away with the Washington Airspace Division, a government inter-departmental group on which sit representatives of civil and military aviation and the FCC, and to transfer its duties to the FAA.

Not only broadcasting, but also aviation interests—both in and out of government—feel the latest moves by FAA Administrator E.R. Quesada are high-handed, and not only may wreck the cordial relations worked out between broadcasting and aviation in the airspace group's 2½ years of operation, but also endanger the hard-won criteria and an agreement recognizing mutual problems and areas of compromise for tall towers worked out for the unit's use by a joint industry-government committee.

The second, which has resulted from concern over hazards to aircraft from tall towers since the advent of television, is the increasing number of states which have enacted or are considering legislation which regulates the height, location and lighting and marking of radio and tv towers. Practically all states have laws which require special lighting and marking of towers and which require a permit from local zoning authorities for building a tower, but many states in the past few years have passed laws specifying maximum tower heights and minimum distances from airports.

States as Obstacles • These state laws or legislation usually have been recommended by aviation interests working through the various state aviation commissions, which in turn have co-ordinated their efforts through the National Assn. of State Aviation Officials in Washington. That these state laws can become restrictive, time-consuming and expensive is reflected in the words of one Washington consulting engineer, who said he had to carry one tower application through state hearings seven times and through court once before getting approval.

Broadcasters feel that since they have to meet criteria on the federal level, they are unduly harassed by state laws which sometimes conflict. Some state aviation commissions take such restrictive and narrow-minded attitudes, one broadcast representative feels, that potential air hazards are distorted all out of proportion to the real facts. He feels the broadcasters' only answer is vigorous opposition to such laws and legislation on the state and local level.

Broadcasters first began to become alarmed at the new FAA on April 24, when Administrator Quesada, a retired Air Force lieutenant general and former White House aide, told NAB President Harold Fellows that the FAA Act authorizes the abolition of the Washington Airspace Division, an arm of the independent Air Co-ordinating Committee, of which Gen. Quesada also is chairman.

He said the Airspace Division's function would be replaced by the FAA's own Airspace Utilization Division, both in Washington and in the FAA regional offices where FAA men have staffed six regional panels of the Airspace Division.

At the same time, however, the FAA said it would continue to use the criteria worked out by the Joint Industry-Government Tall Structures Committee, whose co-chairmen are FCC Comr. Robert E. Lee and FAA Deputy Administrator James T. Pyle. JIGTSC also said the criteria would be continued until they were modified by JIGTSC itself or other competent authority.

On May 18, the FAA backed down from its earlier position on abolishing the Washington Airspace Division. The FAA said the Airspace Division would continue to handle tall tower cases until "permanent" arrangements were made to handle them. The FAA statement did not elaborate on this. At the same time it was promised that a meeting of the Air Co-ordinating Committee would be called to hear the views of the FAA and Civil Aeronautics Board, the FCC and the armed forces on the continuance of the Washington Airspace Division.

Coup in the Making • But Gen. Quesada apparently "reneged" on these concessions on June 13, according to spokesmen in both the broadcast and aviation camps, when he issued verbal

orders to transfer three of four Airspace Division staff people to FAA's Airspace Utilization Division. The remaining staffer since has voluntarily transferred to the FAA unit, it was learned. Gen. Quesada then left to attend a month-long International Civil Aviation Organizations assembly in California and has been there ever since.

Meanwhile, it is reported, top FAA executives are saying that the question of jurisdiction between the FAA and the FCC on utilization of airspace other than by aircraft (i.e., tall towers and other structures) will be settled within 30 days. FCC people who should know of such an impending action say this is "news" to them.

There have been no court tests of the jurisdiction given under the new (1958) FAA Act. Legal experts agree the FAA is given authority explicitly over airspace utilization by aircraft, but its authority over utilization by radio and tv towers, for instance, is not defined. Legal experts, on the the other hand, feel sure the Communications Act gives the FCC jurisdiction over towers.

The FCC has seldom reversed the recommendations of the Washington Airspace Division (an advisory group only). But if the FAA assumes this power to recommend, both broadcast and aviation interests feel they may lose their voice in administering the JIGTSC criteria. The NAB and various aviation associations now attend Airspace Division meetings as non-voting members. The FCC is a voting member, but habitually abstains because of the "pre-judgment" issue.

Temporary Authority • Meanwhile, Jim McCrary, secretary of the Air Co-ordinating Committee, said last week that the Airspace Division will continue to process tall tower cases "the best we can" until someone issues orders to the contrary.

The increasing number of state laws enacted affecting radio and tv towers in the past two or three years, or legislation being considered, have been cause for concern among broadcasters. So much so, that NAB on May 29 completed a survey of 48 states to determine their extent by contacting the various state aviation commissions.

Although nine states do not have aviation commissions and were not contacted and 10 states did not reply, NAB found that of the 29 which replied all have an airport zoning act which controls airspace around airports, limits height of structures near airports, requires special lighting and marking for structures considered as undue hazards or built-in violation of local airport zoning criteria and which requires construction permits when within such zoning authority.

The State Laws • The NAB survey and other sources show that other states have laws as follows:

Indiana—General control of airspace and tall structures act which prohibits a radio-tv tower of more than 1,000 feet and requires a permit for any structure of more than 500 feet.

Minnesota—General control of airspace and tall structures act which requires a permit for any structure of more than 200 feet above average terrain.

Montana—Requires a permit to erect a structure of more than 150 feet within state or federal airways.

Wisconsin—General control of airspace and tall structures act which requires a permit for any structure higher than 500 feet above ground.

Idaho—Requires lighting and marking of any structure more than 150 feet high when determined to be an air hazard.

Minnesota—Requires notification to state department of aeronautics when any structure is planned of 200 feet or higher.

States which have pending legislation affecting radio and tv towers:

California—Control of airspace and tall structures which would require a permit for any structure of more than 500 feet above ground.

Massachusetts—Same as California (foregoing).

Nebraska—Control of airspace and tall structures which would require a permit for all structures more than 400 feet above ground.

North Dakota—Control of airspace and tall structures which would require a permit for all structures more than 200 feet above ground.

South Dakota—Control of airspace and tall structures which would require a permit for all structures of more than 150 feet above ground.

Michigan—Legislation being considered would prohibit radio and tv towers above 1,000 feet and would prohibit maintenance of existing thousand-foot towers, according to E. Harold Munn Jr., consulting engineer of Coldwater, Mich., who testified against the bill.

(Mr. Munn said the Iowa Aeronautics Commission has issued a map "warning of forests of towers springing up all over the state." "This map," he said, "seriously distorts the scale of such towers and shows them covering a broad area across each airlane.")

Mr. Munn said he feels radio and tv towers, which are subjected to federal criteria, should be exempt from state laws. He said broadcasters should be alerted to the threats in such state legislation so they may appear at state hearings and testify against proposed legislation and ask for repeal of present restrictive laws.

TRIMMING WINGS OF SEC. 315

House group okays amended Harris bill, Congressmen fail to agree completely

An arm of Congress Thursday (July 9) took a positive step toward amending Sec. 315 of the Communications Act.

And, as predicted (BROADCASTING, July 6), the proposed relief from equal time provisions as reported by the Communications Subcommittee to the House Commerce Committee does not approach what broadcasters had asked for.

The subcommittee, following five hours of deliberation, approved an amended version of HR 7985, introduced by Chairman Oren Harris (D-Ark.). The favored language would exempt "appearance by a legally qualified candidate on any newscast (including new interviews) or any on-the-spot coverage of newsworthy events."

Deleted from the bill was language which would also have exempted ". . . panel discussions, or similar type programs where the format and production of the program and the participants therein are determined by the broadcasting station, or by the network . . ."

Six of the eight subcommittee men participated in the action, with some of the six giving only a qualified approval. They felt that the terms "news interview" and "on-the-spot coverage" are too broad.

Rep. Harris made it clear, however, that last week's action does not preclude the possibility that broader relief from Sec. 315 will eventually be approved by the committee. He said the pending measures are being taken up in two sections, with consideration of efforts to define legally qualified candidates yet to come. Such proposals are contained in three "Fair Political Broadcasting Bills of 1959" now pending.

No sooner had the subcommittee action of Thursday been announced than speculation began on just what type of programs would be exempted under the bill's approved language. It also was obvious there was little agreement within the subcommittee itself.

If a program such as *Face the Nation*

is considered a news interview, Rep. Harris said, he supposed it would be exempt from Sec. 315 although specific language covering "panel shows" was removed from HR 7985. He also cited committee indecision as to what "on-the-spot" coverage meant. One phase of political campaigning that would be exempt is nominating conventions, all agreed.

Rep. John Bennett (R-Mich.) said that it would be impossible to write language that would not lead to controversy in its interpretation. Rep. Bennett said HR 7985 "is too broad to suit me" in its amended version but that he may go along with it because he has nothing better to propose.

In addition to Reps. Harris and Bennett, Reps. John E. Moss (D-Calif.), Walter Rogers (D-Tex.), J. Arthur Younger (R-Calif.) and William H. Avery (R-Kan.) participated in Thursday's deliberations.

Rep. Harris' committee received two additional equal time amendments last week, raising the total to 11 such bills introduced this session. Sponsored by Reps. Kenneth Hechler (D-W.Va.), HR 8032, and Hamer H. Budge (R-Idaho), HR 8092, both are identical to HR 7985 in its original version.

Sen. John Pastore's (D-R.I.) Senate Communications Subcommittee has not taken any action on the four Sec. 315 amendments before that body since hearings closed three weeks ago (BROADCASTING, June 29). Sen. Pastore announced plans to work out with the FCC and other interested parties a compromise proposal which would stand a good chance of favorable Senate action.

There was one development in the upper house last week, however, when Sen. Clifford Case (R-N.J.) announced his support for the exemption of newscasts under the control of broadcasters. A member of Sen. Pastore's subcommittee, Sen. Case said: "I feel that the need for keeping our citizenry informed outweighs the dangers of going back to the old interpretation of the statute. Our form of government rests on an informed citizenry."

Skywave bid denied

FCC got around to acting on a five-year-old petition when it denied requests from Clear Channel Broadcasting Service, KXLA Pasadena, Calif., and NBC for reconsideration of a March 11, 1954, FCC decision. This deleted am engineering provisions that intensity of skywave broadcast signals could be computed on the basis of prescribed individual measurements.

CATV TEAM ENTERS FRAY

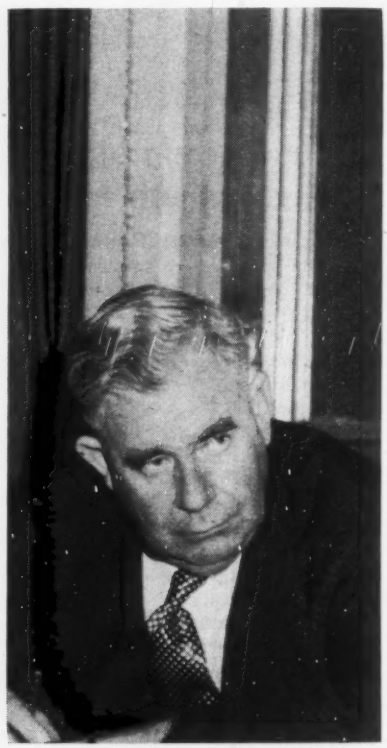
Ex-Sen. McFarland leads antenna forces before Senate Commerce group tomorrow

Community antenna advocates come up to bat tomorrow (July 14) when the Senate Commerce communications subcommittee resumes its hearings on cable antenna systems and vhf boosters.

Antenna advocates will be led by former Sen. Ernest W. McFarland (D-Ariz.), past chairman of the Senate Commerce Committee, who will presumably counter the leadership of pro-booster and anti-catv forces by former Sen. Edwin C. Johnson (D-Colo.), also a past chairman of the Senate Commerce Committee. Both are also former governors of their respective states.

Catv proponents are expected to plump for S-2303, introduced several weeks ago by Sen. A. S. (Mike) Monroney (D-Okla.). This would put community tv systems under the jurisdiction of the FCC—but without three controversial provisions.

These are: (1) that antenna companies be required to get permission of the originating station before using its signal on the cable; (2) that antenna systems be required to carry the local station if so requested, and (3) that before granting a catv permit the FCC must find that it would not adversely affect an existing or potential local tv broadcast station.



FORMER SEN. MCFARLAND

Takes cable case before old colleagues

Previous Urgings • These requirements were urged by western broadcasters two weeks ago when the Senate committee hearings on this subject began (BROADCASTING, July 6). They are contained in S-1886, sponsored by Sen. Frank E. Moss (D-Utah) and James E. Murray (D-Mont.).

Four broadcasters appeared before the Senate committee last week. They were Lawrence Berger, KTWO-TV Casper, Wyo.; Barclay Craighead, KXLJ Helena, Mont.; Fred Weber, WSTV-TV Steubenville, Ohio, and WBOY-TV Clarksburg, W.Va., and David Gentling, KROC-TV Rochester, Minn.

The committee, with Sen. John O. Pastore (D-R.I.) presiding, also heard Sens. Carl T. Curtis (R-Neb.) and Gordon Allott (R-Colo.), and Reps. Keith Thomson (R-Wyo.) and E.Y. Berry (R-S.D.).

Rep. Thomson told the committee that he had heard that the Casper, Wyo., cable company was buying one of the local tv stations and would shut it down (See CLOSED CIRCUIT, page 5).

The committee also heard Tex Olsen, Richfield, Utah.

On the Stand • The hearings this week will run for three days. The first two witnesses on July 14 will be Sen. George D. Aiken (R-Vt.) and Harold E. Fellows, NAB.

The catv witnesses in addition to Mr. McFarland are:

A.J. Malin, Laconia, N.H., president of the National Community Television Assn.; E. Stratford Smith, Washington, NCTA general counsel; Archer S. Taylor, Missoula, Mont.; A. Earl Cullum Jr., Dallas, Tex.; George M. Frese, Wenatchee, Wash.; Henry Griffing, Oklahoma City, Okla.; Ben Adler, New Rochelle, N.Y. (Adler Electronics Inc.); Charles Clements, Waterville, Wash.; Clifton W. Collins, Ephrata, Wash.; Robert Murphy, Casper, Wyo.; Robert J. Tarlton, Lansford, Pa.; Sanford Randolph, Clarksburg, W.Va.; Paul W. Clark, Lebanon, N.H.; Glenn Flinn, Tyler, Tex., and Milton Shapp, Jerrold Electronics Corp.

FCC Chairman John C. Doerfer will

Our pledge to the public

Among the costs you pay for travel and transportation on the Nation's railroads is a hidden charge of *$500,000,000* for which you get nothing.

This is the cost of work paid for but not performed or not needed. This is what is known as Featherbedding.

Featherbedding arises from old and useless work rules which restrict the advancement of employees, increase the cost of service to the public and impair the efficiency of railroads. It is confined to a *minority* of employees, many of whom were not born when these rules were made.

"Make Work" does not make jobs —it destroys them

Everyone loses by Featherbedding, most of all railroad employees. These "make work" rules do not make jobs.

Approximately *1000 railroad jobs a week* have disappeared in the past decade, and an even greater loss is inevitable if the rules are not modernized to provide the public with better service.

For a generation, railroad management has sought the cooperation of the rail operating unions to end these wasteful and costly practices — but without meaningful results. Four months ago, management suggested that the matter be submitted to an impartial commission for an objective study in the public interest.

The operating unions not only refused to join in this step but warned that they would oppose any move by management to establish such a commission.

Refusal to cooperate— does not solve the problem

The callous disregard of the public's interest and this continued refusal to admit that there is anything wrong in charging the public *$500,000,000* for work not performed or not needed leave the railroads no alternative but to seek a solution by some other means.

Accordingly, the management of America's railroad industry pledge that they will continue to strive, by whatever means are proper and hopeful of success, to obtain some correction in these inflation-producing, job-destroying, outmoded work rules, so that the country may have the modern and efficient railroad service to which the public is entitled.

$200,000,000 to stoke non-existent fires

Unlike steam locomotives, Diesels require no fires of any kind. Yet the public still must pay more than *$200,000,000 a year* for the obsolete job of fireman.

—this is Featherbedding!

9 days' pay for a 16-hour run

Fast New York-Chicago trains make the run in 16 hours, yet the railroads pay *9 basic days' pay* for each engine crew position on the trip.

—this is Featherbedding!

A day's pay for one switch operation

A "road" engineer pulled a freight train into a yard but had to back it up the length of 40 cars. For this he was able to claim *an extra day's pay* as a "yard" engineer.

—this is Featherbedding!

AMERICAN RAILROADS

appear before the committee on July 16.

For the second time (the first was two weeks ago), Sen. Pastore seemingly inveighed against the idea of penalizing catv operators for the ostensible benefit of broadcasters.

Question Raised • In discussing one provision of the Moss-Murray bill—requiring catv systems to secure the permission of the originating station to use its signal—the Rhode Island Democrat observed:

"The thing that's bothering me is this: you've got to go back to NBC in New York and get their consent. And NBC in New York might say, 'Well, yes, we will give you our consent but we want $1,000 a day,' or 'We want $10 a day.' Where does that put the man who has already invested in equipment to tie into catv? We have to think of him too.

"What I am trying to do here is to preserve the opportunity and the right of the greatest number of people to enjoy tv."

At another point, Sen. Pastore asked:

"Why must catv go back and get permission of a broadcasting station before they can take that signal? Why are you trying to make it harder for him?"

Witnesses stressed that they were interested in seeing that catv systems operate under the same rules that apply to broadcasters. Broadcasters must secure permission before they can rebroadcast another station's signals, it was pointed out. They must also provide public service programs for their community; cable operators do not have this responsibility.

Highlights of last week's testimony follows:

• Mr. Craighead attacked the FCC for its opposition to some of the provisions of the Moss-Murray bill—particularly its objections to the requirement that it find affirmatively that a catv system would not adversely affect a local tv station.

Commission on Target • He also assailed the Commission for its opposition to boosters and for its long delay in authorizing local tv stations to build and operate their own microwave relay systems.

KXLJ-TV in Helena was forced to suspend operation when the local cable system brought in outside tv signals, Mr. Craighead stated.

• Mr. Berger, who filed his statement with the committee, estimated that there are 35,000 tv receivers in his coverage area which receive his signal via vhf booster. He said there are about 50 boosters in his market. He also declared that uhf translators cannot be made to work properly in Wyoming's mountainous terrain. He estimated that it would cost about $35 to convert each television receiver for uhf, which would cost the public about $1.2 million.

• Mr. Weber told of the problems of WBOY-TV Clarksburg, W.Va., in competition with a catv system that brings in tv signals from Pittsburgh, Wheeling and Steubenville, duplicating everything that WBOY-TV carries. Since WBOY-TV is owned by the same interests that own the Steubenville station, this is almost a case of the mother eating its young, he observed.

• Mr. Gentling told how the local cable company planned to bring into Rochester a St. Paul, Minn., station. Since the St. Paul station is the NBC affiliate there and since KROC-TV is the NBC affiliate in Rochester, this would make it virtually impossible to exist, Mr. Gentling said. So far this action has not taken place, he said, because of his protests to the cable company, NBC and the St. Paul station.

• Mr. Olsen, representing the Utah Tv Repeater Assn., told the committee that there had been no cases of interference to broadcasting or other services by boosters. He also reported that 19 out of Utah's 29 counties have tv repeaters operating.

• The senators and congressmen urged that boosters be legitimized. Sen. Allott also declared that uhf translators could not work properly in the rugged terrain of Colorado, and expressed his opposition to catv systems.

Yakima tv decision

Realtor Ralph Tronsrud's Yakima Valley Television Co. won an initial decision from FCC Hearing Examiner H. Gifford Irion for ch. 23 Yakima, Wash., last week. Yakima Television Corp., owned by the same interests that own KXLY-AM-TV Spokane and KELP-AM-TV El Paso, last month was granted its petition to have its application for ch. 23 Yakima dismissed following agreement with Yakima Valley for reimbursement of $7,511 out-of-pocket expenses. The hearing began with four applicants but two dropped out earlier.

• Government notes

• Television Shares Management Corp., Chicago, last week filed with the Securities & Exchange Commission a registration to sell 206,500 shares now privately held through White, Weld & Co. Offering price and underwriting terms will be supplied later, with the price estimated at $28. Company is sales agent for Television-Electronics Fund

How about ALASKA?

How will your message come through in those faraway spots beyond the suburbs? An ivory tower is a sure road to nowhere! Pre-testing becomes more and more vital as costs grow.

And film makes pre-testing easy . . . lets you use impartial audiences where and when you want . . . lets you test to your heart's content . . . economically!

Actually, film does three things for you . . . 3 big important things:

1. Gives you the high-polish commercials you've come to expect . . . fluff-free . . . sure.
2. Gives you coverage with full pre-test opportunities.
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For more information write:
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or

W. J. German, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films. Fort Lee, N.J.; Chicago, Ill.; Hollywood, Calif.

Always shoot it on EASTMAN FILM . . . You'll be glad you did!

Inc., open end investment company, with 1,060,000 common shares outstanding. The management firm officials own 415,000 shares (39.15%), and members of their families own an additional 5,000 shares. Prospectus filed with SEC lists 21 selling stockholders who own an aggregate 760,000 shares —among them Townsend Investment Co. (50,000 shares), Irving Florsheim (25,000 shares), Elizabeth W. Hinman, Mervyn LeRoy and Robert D. Nichels (20,000 shares each).

• FCC last week directed preparation of a document which would deny a ch. 20 WICS (TV) Springfield, Ill., petition for rule making to substitute ch. 7 for ch. 5 at Mitchell, S.D., and assign ch. 5 to Sioux Falls, S.D. Comr. Robert Bartley abstained from voting.

• WLBT (TV) Jackson, Miss., was granted its application by the FCC last week, to move its ch. 3 transmitter from about 3.4 miles southeast of Jackson to 4 miles southeast of Raymond and 12 miles southwest of Jackson. At the same time the Commission granted the WLBT (TV) request for an antenna height increase from 680 to 1580 ft., a change in antenna system and other equipment changes. The Commission denied that portion of a joint petition by Coastal Television Co., and Supreme Broadcasting Co. (applicants for ch. 12 New Orleans) which, on grounds of possible injury to the location of a ch. 12 transmitter in New Orleans, had asked the FCC to defer action on the WLBT (TV) transmitter application. Comr. Frederick Ford dissented in the Commission decision and Comr. T.A.M. Craven was absent.

• An Ohio law providing that broadcasters need not disclose news sources becomes effective Aug. 26 following signature by Gov. Mike Di Salle.

FATES & FORTUNES

Advertisers

MR. LYONS

• WILLIAM LYONS, brand manager of Toni Co., Chicago and formerly account executive with Benton & Bowles, N.Y., appointed advertising manager of the U.S. division of Max Factor & Co., L.A. succeeding ROBERT SCHAFHAUSE.

• JOHN P. C. MCMURRAN, formerly advertising manager of Tri-Valley Packing Assn., S.F., joins Leslie Salt-Spice Island Sales Co., that city, in similar capacity.

MR. STALEY

• K. E. STALEY, executive assistant general sales manager of Chevrolet Motor Div., General Motors, Detroit, named general sales manager, succeeding W. E. FISH, who retires Aug. 1.

• ANDREW L. BAVAS, formerly advertising manager of Emporium World Millinery, Chicago, to Cribben & Sexton, that city, manufacturer of Universal gas and electric ranges, in similar capacity.

• HERBERT FISHER, formerly director of consumer research department, Chrysler Corp., Detroit, to Ford Motor Co., Mercury-Edsel-Lincoln Div., Dearborn, Mich., as manager of marketing research department.

• SAMUEL GABOW, formerly brand advertising manager of International Latex Corp., N.Y., named sales promotion manager of A-S-R Products Corp. (Gem razors), that city.

• GEORGE A. MAGNUSON, formerly research director of Wherry, Baker & Tilden Adv., Chicago, appointed manager of market research with Libby, McNeill & Libby, that city.

• CHARLES S. STRICKLER, vp, charge of new product planning and acquisitions, Bordens Foods Co., N.Y., retired last week after 40 years service. He will continue to serve Bordens in advisory capacity.

Agencies

MR. CLAGGETT

• CHARLES E. CLAGGETT, president of Gardner Adv., St. Louis, also elected chairman of board, succeeding ELMER G. MARSHUTZ, named honorary chairman. JOHN REHM re-elected vice-chairman. Other Gardner appointments: LEROY PORTER JR. named account executive on Pet Evaporated Milk and EARL B. HOTZE to similar position on Pet Instant Non-

SOUTHERN CALIFORNIA FULLTIMER—Independent CP for increase power—gross in excess of $500,000. Price $750,000—two-thirds down.

NEW YORK STATE FULLTIMER — $500,000 plus volume. $300,000 down payment. Total consideration $925,000.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
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1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

fat Dry Milk. WILLIAM B. FISHER named St. Louis radio and tv program director.

MR. POOLER

• CHARLES A. POOLER, senior vp in charge of administration of Benton & Bowles Inc., N.Y., assigned additonal responsibility of agency's international operations. Mr. Pooler will be liaison officer between B&B's New York office and Lambe & Robinson-Benton & Bowles, London, and with all other offices outside U. S.

• CLIFFORD SPILLER, senior vp in charge of Pall Mall cigarettes account and member of plans board of Sullivan, Stauffer, Colwell & Bayles N.Y., elected vice chairman, board of directors.

• L. F. OHLIGER, vp and account executive on Wesson Oil account with Fitzgerald Adv. Agency, New Orleans rejoins Leo Burnett Co., Chicago, as vp and marketing supervisor. He previously was account executive and brand supervisor for Burnett from 1954 to 1956.

MISS SCHUEBEL

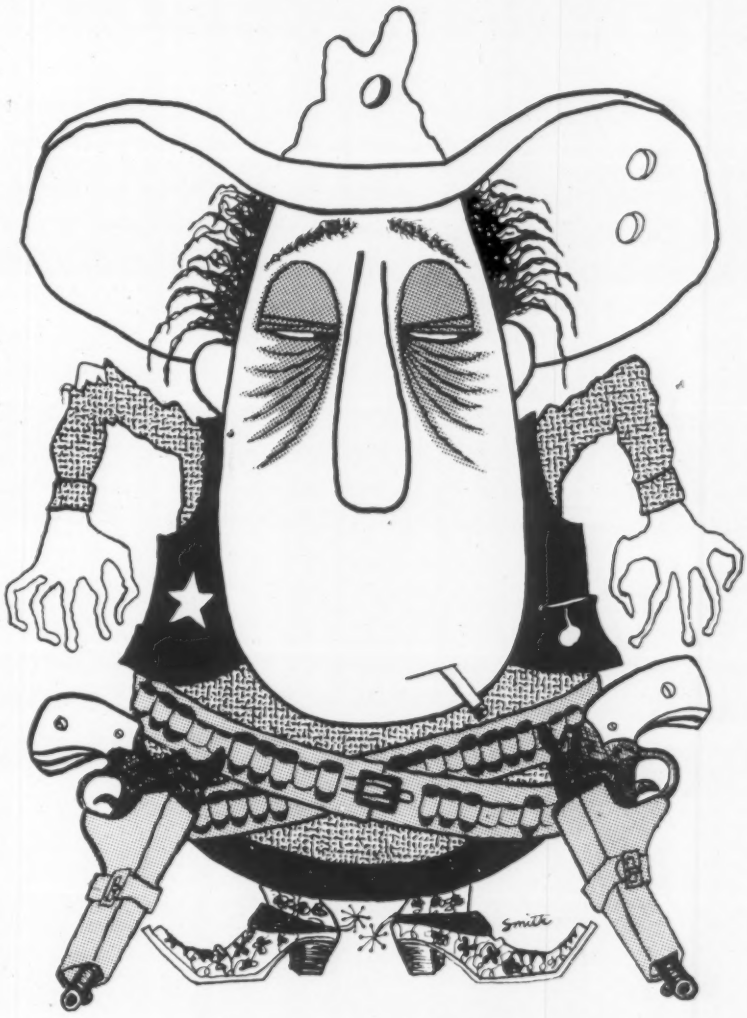
• REGGIE SCHUEBEL, director of network relations of Guild, Bascom & Bonfigli, S.F., elected vp, with headquarters at GB&B's New York office. Miss Schuebel has been with GB&B for three years and earlier was vp of Norman, Craig & Kummel, N.Y., head of her own tv consultancy firm for agencies and director of radio-tv for the now-defunct Duane Jones Co., New York.

• HARRY B. BRESSLER, formerly vp and copy director, Doherty, Clifford, Steers & Shenfield, N.Y., to Ted Bates., that City, as vp and creative supervisor, copy department.

• DAVID D. WINES, account executive on General Motors maintenance service program, and RALPH L. WOLFE, management service head, named vps of D. P. Brother & Co., Detroit.

• CHANNING M. HADLOCK, director of radio and tv with Rose-Martin, N.Y., to James Thomas Chirurg Co., Boston, in similar capacity.

• WILLIAM B. BUNN, formerly vp of Cunningham & Walsh, N.Y., to St. Regis Paper Co., that city, as advertis-



FASTEST GUN IN THE SOUTH

Fastest . . and speaks with most authority in these parts, podner.

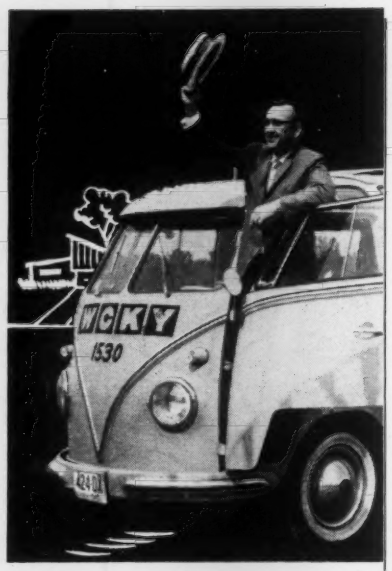
Small wonder we're sittin' tall in the saddle. WBT's varied, creative, responsible programming guns down the opposition by 92% mornings, 69% afternoons and 123% at night.*

Nielsen says our spread is the nation's 24th largest. Let us put our brand on your radio schedule. Call CBS Radio Spot Sales for the low-down.**

*Pulse 25 county area 1959 (March)
**A. C. Nielsen Co.

WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY



WCKY IS ON THE GO IN CINCINNATI

We've taken to our wheels this summer! We've gone right out to visit our listeners . . . . . and they love it! The bright red WCKY Mobile Studio broadcasts a full week at high traffic count locations from 6:30 to 10 AM and 4 to 6 PM, with Leo Underhill handling the morning broadcasts and Paul Miller (shown here) broadcasting afternoons. Decked out in red blazers and straw hats for high visibility, Leo and Paul greet motorists, tell them about traffic delays in the Cincinnati area, and play that good music for which WCKY is famous. From the waving hands, blinking lights and honking horns, we're sure nearly every one in Cincinnati is attracted to our remotes, and listening to WCKY. And the lucky advertisers who sponsor the remotes are happiest of all!

If you have a product which needs to get going in Cincinnati, then you need WCKY—the station on the GO. Call Tom Welstead at WCKY's New York office or AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER

Cincinnati, Ohio

ing and sales promotion director. He succeeds FREDERICK C. SAKEL, who resigned.

• ANNETTE MALPEDE, formerly print manager of Tatham-Laird, Chicago, named broadcast manager. JOHN GILLIN JR. rejoins agency following Army tour of duty as broadcast manager on special assignment. VAL RITTER, formerly buyer with Cunningham & Walsh, N.Y., appointed associate media supervisor on Whitehall Labs in T-L's New York office. JOSH WILLS, former broadcast manager with Bryan Houston, N.Y., will assist him.

• E.J. LEWINSKI, formerly account executive with The Caples Co., Chicago, appointed merchandising director of M.M. Fisher & Assoc., that city.

• RICHARD N. RISTEEN, formerly associate director of marketing with BBDO, N.Y., to Sullivan, Stauffer, Colwell & Bayles, that city, as merchandising account executive.

• W.H. LUSHER appointed account supervisor on Pittsburgh Plate Glass in Pittsburgh office of BBDO. J.E. BERNARDY named account group head on central operations and bridge divisions of U.S. Steel, that office.

• SAM GAYLORD, formerly senior writer, Chevrolet, and assistant copy supervisor, Corvette with Campbell-Ewald, Detroit, to Kenyon & Eckhardt, that city, as copy supervisor.

• BARRY LOUGHRANE, formerly advertising and sales promotion director of Hathaway Shirts (C.F. Hathaway Co.), Waterville, Me., to Doyle Dane Bernbach, N.Y., as account executive.

• LAURENCE F. DONINO, formerly on Beneficial Management Corp. account with Al Paul Lefton Co., N.Y., to Ketchum, MacLeod & Grove Inc., that city, as account executive on Westinghouse Broadcasting Co.

• ALLEN D. MORGAN, formerly with Almayer, Fox & Rheskin, Kansas City, named head of advertising division of Toppino-Golden, Albuquerque, N.M.

• HARRY T. HOUGH, 51, veteran copy chief in food field died June 18. Long associated with Arndt, Preston, Chapin, Lamb & Keen, Phila., Mr. Hough's copy campaigns promoted Musselman's apple sauce and pie fillings, San Giorgio macaroni products and Renuzit home products among many others.

Networks

• MERLE S. JONES, president of CBS-TV Stations Div., elected president of The Broadcast Pioneers for 1959-60. SOL TAISHOFF, editor and publisher of BROADCASTING, was chosen first vp. Three newly elected vps of Broadcast Pioneers are: ROGER W. CLIPP, vp in charge of radio and television of Triangle Publications; J. LEONARD REINSCH, executive director of James M. Cox stations, and HOWARD LANE, vp Gamble-Lane stations.

MR. DAWSON

MR. DAVIS

• W. THOMAS DAWSON, director of sales promotion, CBS-TV Spot Sales, adds duties of director of research. He succeeds ROBERT F. DAVIS, who moves to new post of research director of CBS-TV Stations Div. Mr. Davis will work with network-owned tv stations, CBS Films and CBS-TV Spot Sales.

• BLANCHE STEIN, station relations director of Keystone Broadcasting System since 1952, resigns effective July 20.

• ROBERT ALAN AURTHUR, writer, script editor, and producer, NBC-TV's *Philco-Goodyear Playhouse*, signed as executive producer of new NBC *Sunday Showcase*, dramatic specials.

• PAUL GALE, 62, manager of traffic operations for NBC, died at his Hollywood, Calif., home July 6.

Stations

MR. GOLDSTEIN

• LEON GOLDSTEIN, vp in charge of public affairs of WMCA New York and station executive since 1937, has resigned, effective Wednesday (July 15). He will be president of company filing soon for radio station license in New York suburban area. He will also open offices as radio consultant, with WMCA one of his first clients.

MR. OLIVIERE

• GEORGE R. OLIVIERE, formerly executive director of WGST Atlanta, appointed commercial manager of WOL-AM-FM Washington. Mr. Oliviere was previously sales manager of WXEX-TV Richmond, Va.

• ED WINTON, general manager of KITE San Antonio, Tex., adds duties of assistant to president-board chairman of Connie B. Gay Enterprises, Washington. KELLY WOFFORD, com-

mercial manager of KITE, assumes duties of station manager.

MR. MOORE

• JAMES H. MOORE, executive vp of WSLS-AM-FM-TV Roanoke, Va., promoted to president. Appointment was announced by PAUL C. BUFORD, recently elected president of Shenandoah Life Insurance Co., stations' owner, upon resignation of BLAKE T. NEWTON JR., who formerly headed both company and stations. Other new appointments: JOE MOFFATT named news director, succeeding TOM WRIGHT, who has joined WTVT (TV) Tampa. ED THOMAS, sports director and news editor, to assistant news director. SID SHAW, formerly news director of WCTV (TV) Savannah, Ga., to tv news staff. HORACE S. FITZPATRICK continues as station manager of WSLS-AM-FM-TV.

• EDWIN V. SHULZ, executive vp, general manager and part-owner of KJAY Topeka, Kans., appointed general manager of KXLA Pasadena, Calif.

MR. FURR

• RAY A. FURR, formerly vp, programming, named vp, administration of WAPI-AM-TV Birmingham, Ala. JOHNNY JOHNSON, WAPI-TV production director, promoted to program director. NOD NELSON, production staff member, succeeds him.

MR. JOHNSON

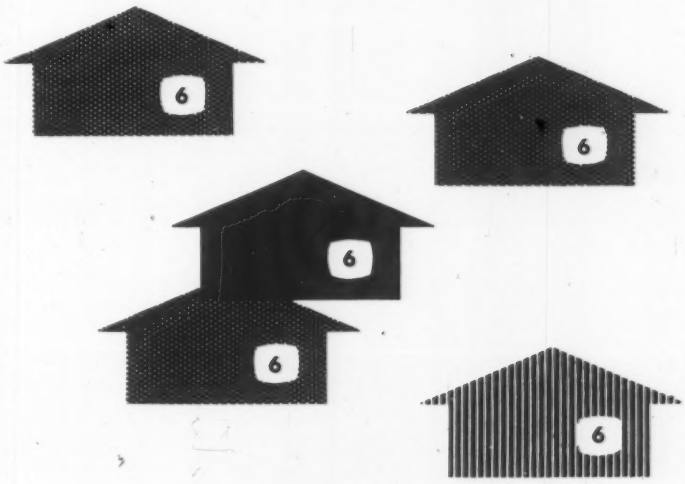
• JAMES ARTHUR YERGIN, formerly research, promotion and advertising director, WOR - AM - FM - TV New York, to Westinghouse Broadcasting Co. as assistant director of research. He succeeds DAVID SMITH, who joins AM Radio Sales as director of research.

• BENNETT O. SCOTT, local sales manager of WIND Chicago, named station's general sales manager.

• JOE CONSTANTINO JR., formerly publicity, promotion and merchandising director of KEYT (TV) Santa Barbara, Calif., named sales promotion and merchandising director of KTVU (TV) San Francisco-Oakland. He succeeds A. RICHARD ROBERTSON who joins KRON-TV, San Francisco in similar capacity. GEORGE LUM, producer-director with

WCSH-TV 6

NBC Affiliate Portland, Maine



NEWS PROVES MORE HOMES WATCH SIX

The April '59 Area ARB again proves you get a bigger, more receptive audience on 6.

Our News Journal (6:30-7:00 p.m., Mon.-Fri.) is the highest rated news show on any area station. It reaches an average of 47,380 homes daily, while Station "B's" news averages 14,000.

Ask your Weed TV man about SIX's share of quarter-hour firsts, too.

And remember a matching spot schedule on Channel 2 in Bangor saves an extra 5%.

A MAINE BROADCASTING SYSTEM STATION

WLBZ-TV — (2), Bangor
WCSH-TV — (6), Portland
WCSH-Radio, Portland
WLBZ-Radio, Bangor
WRDO-Radio, Augusta

"POLICE 90"

Is A Typical Example of WHEC'S SERVICE To The Rochester Community!

Many times daily, seven days a week over WHEC, direct from the Rochester Police Department and Department of Public Safety, come the latest police reports on traffic and road conditions and all emergency information relative to Rochester and the surrounding areas.

Thirty-four years of leadership in Rochester has taught WHEC the value of consistent public service as an adjunct to the *best* in programs and radio personalities. Another reason why your sales message is sure to be *heard by thousands* when it's placed via . . .

WHEC

BASIC CBS
AM-TV
ROCHESTER

Member GANNETT RADIO-TV GROUP

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

KPIX (TV), that city, joins KTVU as director.

• L. WALTON SMITH, promotion manager of WROC-TV Rochester, N.Y., as well as Transcontinent Television Corporation's WGR-AM-FM-TV Buffalo, N.Y., WSVA-AM-TV Harrisonburg, Va. and WNEP-TV Scranton-Wilkes Barre, Pa., adds duties of director of public relations for first-named station.

• MRS. THEOLA SANDERS, formerly assistant to Robert M. Purcell, president of the broadcast division of Crowell-Collier Publishing Co., appointed director of operations of KFWB Los Angeles.

MRS. SANDERS

• ALBERT CORMIER, 74, director of sales with WOR New York from 1928-1938 and later in sales executive capacities with WINS New York and WIP Philadelphia, died at his home in Pleasantville, N.J. on June 21. Mr. Cormier began his career in the newspaper field and returned to work in that medium in the 1940's until his retirement 10 years ago.

• JOHN S. DERUSSY, 53, sales manager of WCAU Philadelphia, died June 27 after long illness. Mr. deRussy, with WCAU since 1950, entered radio in 1939 as salesman for KYW Philadelphia, was associated with NBC Spot Sales, N.Y., and KDKA Pittsburgh where he was sales manager.

• EARL F. REILLY JR., account executive with KING-TV Seattle, has been appointed station manager of KING Radio. He succeeds GIBBS LINCOLN, who has resigned.

• CHARLES R. GRIGGS, assistant manager, promoted to general manager of WVLN-AM-FM Olney, Ill. He succeeds EUGENE C. DORSEY, appointed general manager of the East St. Louis, Ill. *Evening and Sunday Journal*, owned by Lindsay-Schaub Newspapers Inc., which also owns station.

• LESLIE H. PEARD JR., formerly vp and manager of WBAL-AM-TV Baltimore, named director of regional sales development of Triangle stations, with headquarters in Baltimore.

• WILLIAM H. DUSTIN, formerly tv account executive, promoted to regional sales manager of WAVY-AM-TV Portsmouth-Norfolk, Va. In newly created position, he will represent these stations in Atlanta, Baltimore, Richmond, Washington and other cities.

• ROBERT F. NIMS, sales manager of

WNEB Worcester, Mass., appointed station manager.

• LEE FONDREN, station manager and sales director of KLZ Denver, named coordinator of Advertising Federation of America and Advertising Assn. of the West with the Advertising Club of Denver. Mr. Fondren is vp of the first-named organization and radio representative on board of second.

• DICK RYAN, general manager of KLOK San Jose, Calif., elected president of Advertising Assn. of the West. Other officers: DON OSTENSOE, advertising manager of First National Bank of Portland, Ore., senior vp; HELEN MURRAY HALL, NBC, Hollywood, vp at large: GORDON ROUNTREE, James Lovick & Co., Ltd., Vancouver, B.C., secretary; HARRY BRIGHT, advertising manager, Pacific Tel & Tel, S.F., treasurer. Mr. Ryan succeeds NELS CARTER, Foote, Cone & Belding, L.A., who moves to New York office.

• SKIP GASSENSMITH promoted from tv director to promotion manager of WSBT-TV South Bend, Ind. He succeeds JIM HALPIN, who resigns, going to promotion manager of *Evening News*, Perth Amboy, N.J.

• TOM EMERSON, formerly vp in charge of sales of Eversharp, named vp in charge of managing KMAE McKinney, Tex., and to the board of parent company, McKinney Air Enterprises Inc.

• FRED HOBBS, program director of KTHE Thermopolis, Wyo., promoted to general manager. PAUL STADIUS, announcer, succeeds him. SUE GEBHART, sales staff, named sales manager, CHARLES PHEASANT joins station's announcing staff.

• ROY MARSH, manager of KASL Newcastle, to similar position with KRAL Rawlins, both Wyoming.

• A.M. (MITCH) GORDON, formerly station manager of WSJM St. Joseph, to WCBY Sheboygan, both Michigan, in similar capacity.

• ROBERT K. SHERRY, owner of KIDD Monterey, Calif., assumes duties of general manager, replacing AL J. MADDEN, who resigns.

• JACK KAVANAGH, formerly promotion manager of WLWC (TV) Columbus, Ohio, to WPRO-TV Providence, R.I., in similar capacity.

• ROGER M. BAKER, formerly sportscaster with WGR Buffalo, named commercial manager of WINE Kenmore, both New York.

• JULIUS TALTON, account executive with WAPI Birmingham, Ala., promoted to local sales manager.

• LEWIS C. JAMIESON appointed local sales manager of WQAM Miami, Fla.

• FRANK J. BADAMI, unit supervisor with WRCA-TV New York, promoted to production supervisor.

• RALPH D. HERBERT, formerly pr director of KBET-TV Sacramento, Calif., named director of development and pr of KVIE (TV), educational station in that city.

• KEN H. JAMES, formerly program manager of KENS-TV San Antonio, Tex., to KETV (TV) Omaha, in similar capacity.

• LARRY OSTERMAN, formerly announcer with KCOW Alliance, Neb., to WKZO-AM-TV Kalamazoo, Mich., as sports editor and sportscaster.

• ED BLACK, program director of KGVO Missoula, to same position at KOOK Billings, both Montana.

• BOB GREGORY, news director of KTUL Tulsa, to program manager. LESTER PARSONS, former program manager, succeeds him.

• GORDON ANDERSON promoted from newscaster to director of news, sports and special events of WKZO-AM-TV Kalamazoo, Mich. He succeeds LEN COLBY, who resigns to devote full time to duties as editor and publisher of *Portage Herald* newspaper. Mr. Anderson also assumes duties of production assistant for radio.

• DENE VOIGT, formerly timebuyer with Grant Adv., Chicago, appointed general office manager of WEAW-AM-FM Evanston, Ill.

• ROBERT E. MURPHY, formerly salesman with General Outdoor Adv., to WBBM-AM-FM Chicago as account executive.

• DAVE MURRAY, program director of WTAE (TV) Pittsburgh, named news director. He will be featured with RAY SCOTT on *Telecom News*.

• JACK GREGSON joins WPST-TV Miami, Fla. as news editor.

• ED HERP, formerly program manager of WJW-TV, to WQED (TV) Pittsburgh in similar capacity, succeeding MALCOLM MACGREGOR, who resigns.

• BUD WENDELL, host of *Program PM* on KYW-AM-FM Cleveland, appointed program manager. He succeeds MARK OLDS, who joins WNEW-AM-FM New York in similar capacity.

• SAM ALBRIGHT, sales manager of KSEY Seymour, to KWFT Wichita Falls, both Texas, as associate news director.

• PAUL SCHUETT, music director of KPUG Bellingham, Wash., to KENY, that city, as program director.

• BOB FRENCH, formerly sales manager of KONP Port Angeles, to KOMO-TV Seattle, both Washington, as account executive.

• ROBERT CLAUSON, formerly with sales department of KYW-AM-FM Cleveland, to sales office of Crosley Broadcasting Corp. in that city as WLW Cincinnati sales executive.

• FRED HOHL, air personality with WAME Miami, Fla., named program director.

• MIKE CASELLE, program manager of WGVA Geneva, to news staff of sister station WBBF Rochester, both New York.

• ROBERT L. MCCAY, production manager of KNAC-TV Fort Smith, Ark., died instantly in auto collision near New Edinburg, Ark., June 21.

• BERT ALLEN, formerly with WGTC Greenville, to WITN (TV) Washington, both North Carolina, as announcer and newscaster. ALLEN GODBEE, announcer with WBMA Beaufort, N.C., to WITN as weatherman.

• DANNY DARK, air personality of KAKC Tulsa, joins WERE-AM-FM Cleveland in similar capacity. Resigning from WERE following programming change: LOUISE WINSLOW, women's director, BUD WATTLES, music director, ERNIE SIMON and TOMMY EDWARDS, air personalities, and DON BEAN, newscaster.

• DALE EYMAN joins KRIZ Phoenix, Ariz., as account executive.

• DICK BARRETT, formerly pr director of Nebraska Clothing Co., Omaha, joins KMTV (TV), that city, as account executive.

• JIM ADAMS rejoins WSTV-AM-FM Steubenville, Ohio, as air personality, having completed two-year Army tour of duty.

• HARRY W. MCMAHAN, consultant to agencies and advertisers on commercials, to assist KTTV (TV) Los Angeles on *Cavalcade of Spots* series.

• BILL LONGMAN, formerly with KCLN Clinton, to KMAQ Maquoketa, both Iowa, as air personality.

• FRANK BROOKHOUSER resigns as WIP-AM-FM Philadelphia commentator to devote full time to writing.

• CLAYTON EDWARDS returns to WTAR Norfolk, Va., after nine months' study at Columbia U., N.Y., under CBS Foundation fellowship.

• L.W. (LARRY) JONES JR., station manager of WDEW Westfield, Mass., to WKBR-AM-FM Manchester, N.H., as air personality.

• MARVIN LEVEY, WFDF, elected presi-

dent of Flint (Mich.) Radio Broadcasters Assn. ELDON GARNER, WKMF, elected secretary and DAVID CRONINGER, WTAC, named treasurer.

• RAY KOEPPEN, formerly with WRAM Monmouth, Ill., to production staff of WFDF Flint, Mich. PETER BORGELT joins news department of WFDF.

• TOM LAMBERT, air personality with WISN Milwaukee, adds duties of program director. BILL TAYLOR joins announcing staff, will be host of *Big Sound*.

• (SHERIFF) SID PERRY, air personality and director with WCIA (TV) Champaign, Ill., to KBAK-TV Bakersfield, Calif.

• BILL PECK, formerly commercial artist with United Film Co., Kansas City, named art director of KCMO-AM-FM-TV that city.

• ROBERT HERRMANN, air personality of WAYE Baltimore, to WWJB Brooksville, Fla., in similar capacity.

• ROBERT E. BUBP, formerly owner of advertising agency in Piqua, joins sales staff of WLWD Dayton, both Ohio.

• JIM BRAND, formerly with KOKE Austin, Tex., and ARCH ANDREWS, formerly with KOWH Omaha, air personalities, to KICN Denver, (formerly KMYR) in similar capacity.

• EDGAR JONES, recent graduate of Northwest Schools, Portland, Ore., joins KICA Clovis, N.M., as salesman.

Representatives

• JOHN STELLA, Detroit manager of Adam Young companies, named manager of Chicago office of Young Television Corp. RICHARD J. KELLIHER continues as general manager of Chicago office, in charge of radio activities there. CLINTON O'DELL, account executive with Young's San Francisco office, appointed manager of St. Louis office.

• FRANK M. REED, formerly media director of Hill Blackett Co., Chicago, to Weed Radio Corp., that city, as account executive.

• KENNETH F. CAMPBELL, formerly with sales department of WINS New York, to The Branham Co., that city, as radio staff account executive.

• CORNELIUS PUGH JR. to tv sales staff of George P. Hollingbery, N.Y.

Programming

• BARRETT MAYER, formerly account and station relations executive with Regal Adv. Assoc., N.Y., and RICHARD MORROS, formerly vp of Television Industries, L.A., tv distributor of RKO feature films, join Telescreen Adv., N.Y., Screen Gems timebuying subsidiary, as account executives.

• KENNETH S. COFOD elected president and board chairman of Kenco Films Inc., N.Y. Other officers elected: BENJAMIN (DENNY) DESIO, vp, operations and director; ARTHUR COFOD, vp, sales and director; LEONARD KAPLAN, treasurer and director; MRS. VIOLA E. COFOD, secretary and director; LESLIE F. WILMARX, formerly assistant to president of Alloy Steel Products Co., Linden, N.J., management advisor and director.

• JAMES ARNESS has signed new long-term contract with CBS-TV which permits his own producing company to produce *Gunsmoke* in association with network, while he continues in role of Marshal Matt Dillon. Arness' company will also develop and produce new programs for network.

• LEN KORNBLUM, Independent Television Corp. controller, named 1959-60 chairman of Tel-Film Credit Group, (exchanges credit information on film buyers, and represents film firms active in tv syndication field), which is sponsored by New York Credit & Financial Management Assn.

• ELMER C. RHODEN JR., 37, died following a heart attack in Kansas City on July 5. With his brother, Clark Rhoden, he held controlling interest in Premier Productions, tv film producers.

• JON EPSTEIN, formerly assistant to production head of Ziv Television Productions Inc., L.A., named executive associate to producer Ivan Tors, who is currently producing *Sea Hunt* and *Challenge* series.

• ROBERT G. DALCHAU, formerly account executive and assistant to division manager of Texas, Oklahoma, Arkansas and New Mexico sales for CBS Films Inc., to United Artists Television Inc., as southwest division sales manager, Dallas headquarters.

• FREDERICK DE CORDOVA named producer-director of *George Gobel* show which moves to CBS-TV Oct. 11.

• HOWARD KOCH is on loan from United Artists' Koch-Schenck Co. to direct first six segments of Four Star-Zane Grey's *Johnny Ringo* series, which begins production July 15 at Republic.

• GREG GARRISON signed as director, SIDNEY MILLER as co-writer, and JEFF ALEXANDER as musical director for first of three *Pontiac Star Parade* specials of Kerry Productions, L.A., for NBC-TV.

• HUGH WEDLOCK and HOWARD SNYDER, veteran (30 years) writing team, signed as writers for NBC-TV's *Fibber McGee and Molly* series for 1959-60 season. They will work with BILL DAVENPORT.

Equipment & Engineering

• J. FRANK PRICE, plant manager of Pleasantville Instrument Corp., Pleasantville, N.Y., subsidiary of General Precision Labs, elected vp of operations and to board. JOHN SQUIRES named western regional manager of industrial products division of GPL.

MR. RUNYON

• CHARLES A. RUNYON named head of microwave and communications activities of Lohnes & Culver, Washington consulting engineer firm. Mr. Runyon previously served in administrative and engineering capacity with RCA's broadcast division, specializing in television broadcast station antenna systems, planning systems, and supervising installations and field engineering in tv microwave systems as well as selection and sales of equipment.

• ALFRED J. WAXMAN, formerly senior field engineer with Philco Corp., Phila., named manager of new west coast office and display room of Radio Engi-

MILWAUKEE'S BEST BUY

High income radio homes as little as 51c per thousand

as little as 42c on weekends

Cost per thousand based on Pulse ratings

WISN RADIO 5,000 WATTS None Bigger

James T. Butler, Station Manager
Represented by Edward Petry & Co., Inc.

neering Labs., Long Island City, N.Y. Address: 2786 B St., San Diego. Telephone: Belmont 2-0610.

• DR. RAYMOND M. WILMOTTE, research consultant and authority in antenna theory, radar and communications fields, to staff of advanced military systems, RCA Defense Electronic Products, Princeton, N.J. He was member of *ad hoc* committee on television allocation and Radio Propagation Advisory Committee of FCC.

• ROD KERSHENSTEIN, formerly marketing executive with Compton Adv., N.Y., appointed director of marketing, professional products, Telectro Industries Corp., Long Island City, N.Y.

• IRL T. NEWTON JR., 35, head of antenna design department of Smith Electronics Inc., Cleveland, died July 4 in that city. Mr. Newton was previously consulting engineer and manager of broadcast and tv antennas and towers section of RCA broadcasting division.

• LIEUT. GEN. JAMES D. O'CONNELL, retired Chief Signal Officer, U.S. Army, named consultant to General Telephone & Electronics Corp., N.Y., to study research, development personnel and facilities of entire organization.

• E. NEVIN KATHER promoted from assistant manager to manager of microwave and power tube division of Raytheon Co., Waltham, Mass.

• GEORGE E. HAGERTY, engineering manager, Westinghouse Broadcasting Co., N.Y., elected chairman of Institute of Radio Engineers' professional group on broadcasting.

• ROBERT BEAGLES, formerly manager, systems engineering, RCA, to Packard Bell Electronics, L.A., as chief engineer of advanced development, technical products division. FRED J. KOPESKY, formerly in charge of market planning, RCA Victor radio-victrola division, Cherry Hill, N.J., to Packard Bell as director of planning, home products division.

• ROBERT L. LIPPERT SR., motion picture director and theater executive, named to board of ElectroVision Corp., Hollywood.

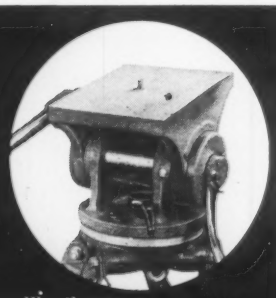
Allied Fields

• HENRY E. RHEA, director of engineering of radio and television division of Triangle Publications Inc., Phila., appointed chairman of technical committee of Assn. of Maximum Service Telecasters, Washington, succeeding JOSEPH B. EPPERSON, vp for engineering of Scripps-Howard Radio Inc., Cleveland,

Portable
Versatile
Dependable

CECO* Vidicon
SUPPORT EQUIPMENT
gives top performance—Indoors or Outdoors

Expressly designed for the ever increasing TV field, this equipment consists of a pan and tilt Tripod Head with internal Balancing spring. Vidicon Cameras with electronic viewfinder can be easily mounted and operated. The head mounts on the CECO Professional Tripod (or any other standard mounting flange) and the CECO Pro Senior Collapsible Three Wheel Dolly makes this a complete versatile package.

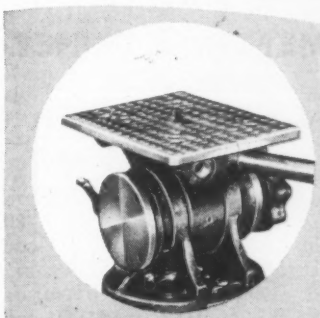


Specifications:

CECO Vidicon Head designed for use with a variety of Vidicon cameras, weighing from 45 pounds up. Vertical and horizontal movement of tilt head controlled by indepedent friction locking devices. Super-smooth action.

Tripod folds quickly and compactly. Offers a height range from 36 to over 53 inches. Double leg locks.

Pro Senior Collapsible Dolly is lightweight and compact. Rubber-tired wheels may be locked or set in a straight line position.



Professional Jr. Spring Head
Ideal for Viewfinder Vidicon Cameras weighing up to 35 lbs. Internal balancing spring. Built-in spirit level. Fits standard Pro Jr. Tripod, Baby and Hi-Hat (low mount).

CECO trademark of
Camera Equipment COmpany

FRANK C. ZUCKER
CAMERA EQUIPMENT CO., INC.

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United Press International news produces!

who remains a committee member and on the association's board of directors.

• WILLIAM N. KIRSHNER, formerly sales promotion director of Pilot Productions, Evanston, Ill., establishes own firm, W.N. Kirshner & Assoc., sales promotion, pr and sales training. He maintains headquarters in Chicago's Board of Trade Bldg.

• JOHN GROLLER, secretary for religious broadcasting for Board of National Missions, named associate director of radio and tv department of The United Presbyterian Church, U.S.A.

• RICHARD M. BRADSHAW, commercial music supervisor of Benton & Bowles, N.Y., joins Forrell, Thomas & Polack Assoc., that city, creator of lyrics and music for radio and tv advertising, as director of sales and production.

• C.F. (CHUCK) PENDLETON, formerly program, production and assistant manager of KJBS San Francisco, joins Frank DiMarco & Assoc., pr firm, that city, as account supervisor and commercial manager.

• EUGENE F. MCGARVEY, HAROLD S. LEDUC and EDWIN A. PEEPLES named assistant heads of public relations department of Gray & Rogers, Philadelphia advertising and pr agency.

• LARRY GREENE of Sande & Greene jingle-writing team, Hollywood, to establish firm's new New York branch office.

Government

• COL. BERTRAM KALISCH retires from Army, retaining position of director in charge of radio, tv and pictorial information, U.S. Defense Dept. Col. Kalisch was recently elected to board of governors, Washington chapter of Academy of Television Arts & Sciences.

• JAMES T. BARKER, with National Labor Relations Board since 1955, named legal assistant to Comr. Rosel Hyde. Mr. Barker succeeds DEE PINCOCK, who was appointed an assistant general counsel of Commission in March (BROADCASTING, March 30).

International

• ALASTAIR MURRAY MACKENZIE, formerly general sales manager, RCA Victor Argentina, Buenos Aires, to NBC International Ltd., as director of Latin American operations, Mexico City headquarters.

• J.A.C. LEWIS, CKEN Kentville, and CFAB Windsor, both Nova Scotia, elected president of Atlantic Assn. of Broadcasters. He succeeds DON JAMIESON, CJON-AM-TV St. John's, Nfld. R.F. LARGE, CFCY-AM-TV Charlottetown, P.E.I., elected first vp; T.H. TONNER, CKCW-AM-TV Moncton, N.B., named second vp, and MARVIN NATHANSON, CJCB-AM-TV Sydney, N.S., elected secretary-treasurer.

• FRANK ECKERSLEY, features editor of CKXL Calgary, Alta., and JOHN LAWSON, chief announcer of CFOR Orillia, Ont., to news department of CHEX-AM-TV Peterborough, Ont.

• BERYL DEWAR to announcing staff of CKGB Timmins, Ont.

EQUIPMENT & ENGINEERING

Set production, sales up for Jan.-May '59

Factory production of radio sets is up 31% for the first five months of 1959 and tv output is up 22%, according to Electronic Industries Assn.

January-May radios totaled 5,677,421 (2,262,390 auto sets) for five months compared to 3,876,737 (1,229,086 auto sets) in the same 1958 period. May output of radios totaled 1,039,562 sets (476,222 auto sets) compared to 620,899 (185,616 auto sets) in the same 1958 month. May 1959 fm output was 48,841 sets; no data available for 1958.

Tv output totaled 2,211,712 sets in January-May period compared to 1,790,840 in same 1958 months. May tv production totaled 431,911 sets (28,247 uhf models) compared to 266,982 sets (29,406 uhf models) in May 1958.

EIA reported radio retail sales (auto sets not included) totaled 2,480,686 in first five months of 1959 compared to 2,084,937 in same 1958 period; 400,882 last May compared to 385,383 in May 1958. Tv sales totaled 1,919,162 sets for first five months of 1959 compared to 1,927,290 year ago; 279,536 sets in May 1959 compared to 237,189 in same 1958 month.

German film gear

The Steenbeck line of editing, viewing and rewinding machines, made in Germany and used in tv around the world, has been introduced into the American market by the Gaston Johnston Corp., Long Island City, N.Y.

The line includes 2-, 4- and 6-plate film editing machines for 16 mm, 35 mm and Cinemascope film, motorized rewinding tables for 16 mm, 35 mm and combination 16/35 mm film. Steenbeck also makes a special tv studio machine called Kobiton, on which the film editor can view 16 mm or 35 mm picture track with or without sound, discard unwanted film, inspect film rapidly for damage, etc., and splice in new film.

Gaston Johnston is at 24-64 46th St., Long Island City 3, N.Y.

• Technical topics

• General Electric Co., Syracuse, N.Y., announces a further reduction in the price of its lines of silicon controlled rectifiers. The average price of 16-ampere line is reported down 25% to $60 each and the 10-ampere line down 14% to $40 each.

• Filmline Corp., Milford, Conn., announces the production of a new daylight-operation, reversal and negative/positive 16 mm film processor for tv stations and motion picture film labs. Filmline model RT-S is semi-portable, has a dry to dry time of less than three minutes on reversal emulsions operating at 85 fpm at 90 degree temperature, and allows an increase of the ASA index by 1,000% on Eastman or du

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☐ 52 weekly issues and Yearbook published in September 11.00
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Send to home address — —

* Occupation Required

Little but long-lived • The first production unit of a magnetic disc recording system developed by Radio Corp. of America has been installed at WDAS-AM-FM Philadelphia (BROADCASTING, June 15). The discs, same size as 45 rpm records ,have been erased and re-recorded 10,000 times, RCA reports, without detectable wear or loss of quality. Standing around the new RCA recorder above are (l to r) Jerry Grove, WDAS program director; George Weilenmann, RCA; Paul Wildow, RCA engineer, and Frank Unterberger, WDAS chief engineer. James Reese of WDAS is seated at the recorder. Mr. Grove holds one of the larger records formerly used by the station for its commercials and other program material.

Pont reversal films. Other features include: tachometer, 1,200-foot film magazine, spray-wash after each chemical solution, temperature control system and type 316 stainless steel tanks. Price: $6,450.

• Minnesota Mining & Mfg. Co., St. Paul, announces a quantity price reduction of $33.95 per standard hour-long reel of Scotch brand video tape. The reduction is the second within a year and trims the net price of the tape reel from $282.90 to $248.95 when bought in lots of 48 or more.

• American Microphone Mfg. Co., Rockford, Ill., announces the availability of a new portable crystal microphone, model X-206. The microphone is designed for use with tape recorders and features a clip-on stand and cord. List price: $7.95. For further information write American Microphone Mfg. Co., 412 S. Wyman St., Rockford, Ill.

• An industrial design competition has been inaugurated by Western Electronic Show & Convention as an annual event, with 30 top items, chosen by a jury of industrial designers from a field of 140 entries, to be exhibited at this year's WESCON, Aug. 18-21 at San Francisco's Cow Palace. Of the 30 items, 10 will receive WESCON awards of excellence, 20 will be given awards of merit. Robert M. Emerson, of Emerson, Johnson, MacKay, Los Angeles, secretary of the L.A. chapter of Industrial Designers Institute, is chairman of the judging committee, which met in Los Angeles over the weekend (July 11-12) to select the winners.

• The Society of Motion Picture & Television Engineers' East Coast Subcommittee for the Education of Sound Technicians, N.Y., has announced plans for a fall series of high level lectures on magnetic recording, designed primarily for persons in the recording industry. Subscription to the series of six lectures is expected to be approximately $30, according to SMPTE.

• RCA Electron Tube Div., Harrison, N.J., is offering the RCA developmental Nuvistor small-signal triode tubes (BROADCASTING, March 16) to electronic equipment manufacturers on a limited sampling basis. Nuvistors are pointed toward eventual use in various products, including am and fm radios, tv receivers, closed-circuit tv equipment and high-fidelity radio equipment, and promise improvements in quality, performance, reliability and flexibility of installation.

• Magnecord Div., Midwestern Instruments Inc., Tulsa, Okla., has introduced a new professional tape recorder, model 728. The recorder has full-track, half-track or split stereo heads at the customer's option and may be operated at 7½ inches or 15 inches per second. For further information write Magnecord Div., Midwestern Instruments, P.O. Box 7186, Tulsa, Okla.

• Raytheon Co., Waltham, Mass., will build a transistor plant in Lewiston, Me., President Charles F. Adams has announced. The plant eventually will employ more than 2,000 persons and will bring to the area an annual payroll of $7 to $8 million. The 140,000 sq. ft. production plant will be operated by the firm's semiconductor division. Construction will be started this fall and will be completed by mid-1960.

• Dynair Electronics Inc., El Cajon, Calif., has announced a new closed-circuit tv transmitter, model TX-1A. The transmitter features vestigial-single-sideband transmission, separate visual and aural output controls and crystal-controlled carriers. The TX-1A is available on any channel between 2 and 13. For further information write Dynair Electronics, P.O. Box 1103, El Cajon, Calif.

RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!

Looking for terrific time sales in your town! Bill Whitworth, Commercial Manager of KTBB, Tyler, Texas, writes about how the RCA Thesaurus Commercial Library Service helps him sell local merchants:

"Three Thesaurus 'Sell-Tunes' grossed over $2,300 from three accounts who, combined, spent less than $200 in radio previously."

Beat competition! Get Thesaurus exclusively in your city. Write for complete details today.

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CHICAGO, NASHVILLE, ATLANTA, DALLAS, HOLLYWOOD

DISC JOCKEYS GET SERIOUS

New organizing session set for Milwaukee

About 75-100 disc jockeys are expected to attend the "organizing convention" of the proposed International Assn. of Disc Jockeys and Music Programmers this weekend (July 18-19) at the Milwaukee Inn in Milwaukee.

The meeting stems from the renewed efforts to organize such a group during the Second Annual Radio Programming Seminar and Pop Music Disc Jockey Convention sponsored by the Storz Stations in Miami Beach. The consensus there was that such an organization move is premature (BROADCASTING, June 8, 1).

A total of 30 advance registrations were in hand as of last Wednesday (July 8) for the Milwaukee gathering.

Again in the center of the organizing effort is Bill Gavin, San Francisco-based program consultant whose clients include McCann-Erickson and Lucky Lager beer. Mr. Gavin, chairman of the organizing committee, reported his group is composed of 52 disc jockeys and programmers, including those who signed during the Miami Beach convention and those who have volunteered since that time.

A California organization meeting was to be held in Hollywood Saturday (July 11) to which disc jockeys, station management and record company representatives were invited. However, there will be no record company participation during the Milwaukee meeting and major record firms in New York last week confirmed they had received no invitations and did not plan to attend, even to proffer post-business session hospitality.

Response 'Warm but Limited' • Mr. Gavin said the advance response has been "very warm, but limited in number." He said "we've received more requests for information than membership applications, but this is what we expected." Mr. Gavin reported "there is a strong feeling that the association should remain independent of record company financing."

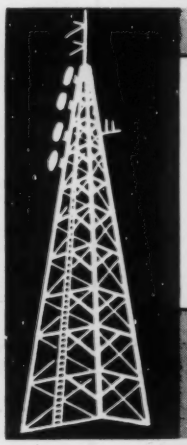
Contributions offered by chain station operators also have been turned down so far, Mr. Gavin said. If record firms later are allowed to participate, he thought, it might be similar to the honorary membership status which they enjoy in the country music disc jockey association.

Mr. Gavin said it is the hope of the proposed association to place the disc jockey in the position of being able to deal with the record companies "as an industry," rather than on an individual basis. But he does not expect the association to go so far as to adopt a "code of ethics" or to engage in the "policing of the practices" of record firms' plugging or disc jockeys' response to this promotion pressure.

The association, however, "can work out a lot of problems," he felt. Such tough issues as the competitive record promotion problem, and the exposure of new record product can be discussed, he said.

Radio's Obligation to Record Firms • Also, "what responsibility the radio industry owes to the record industry" for providing "free of charge" the major portion of today's radio programming material can be explored, he said. This is a two-way street, he noted. The association also would help give the smaller market disc jockey "a worthwhile professional stature," he said.

In other quarters there also was hope that the association could provide the disc jockey with the public relations help needed to enhance his local stature and to avoid the "bad consumer press" which the Miami Beach convention suffered. Caution was emphasized, however, that the group must keep clear of all taint of "unionism" because "we are not out to fight management." Opinion appeared mixed whether the Milwaukee meeting will actually result in formal organization, but those going were said to be doing so with an "open mind."



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SAG isn't rushing merger with AFTRA

The position of the Screen Actors Guild board on the proposed merger with American Federation of Television & Radio Artists is spelled out in the union's new monthly magazine, *Screen Actor*, dated August 1959.

Noting that the merger question is causing much discussion among actors, the SAG board reports that two assumptions not based on fact frequently crop up: that SAG "has endorsed the proposed merger . . . and that merger is inevitable and will be accomplished within a few months."

Stating that "the board believes that consideration of merger without a specific merger plan is meaningless," the editorial goes on to remind member readers that the boards of SAG and AFTRA have jointly retained David L. Cole to conduct a study on the feasibility of a merger and to develop possible merger plans.

"SAG and AFTRA are like two large, friendly families living in separate houses with members of both families constantly exchanging visits," the board states. "AFTRA and some SAG members have suggested both families could save money, be more comfortable and operate more efficiently if we both moved into a larger house—which has not yet been built. As the responsible heads of one of the two families, we are not willing to commit ourselves or even to express enthusiasm for the new house until we have seen the architect's plans, read the contractor's bids, carefully examined the comforts and conveniences and most soberly considered the costs.

"To adopt any other course would appear to us to be imprudent and would bring seriously into question our judgment in the exercise of our responsibilities," the board concludes.

The new magazine, a slick paper 24-page job, also contains a list of questions which indicate the magnitude of the merger problem.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

July 13-17, 20-22 (4-4:30 p.m.) **Truth or Consequences**, participating sponsors.

July 13, 20 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals through Parkson Adv.

July 14, 21 (7:30-8 p.m.) **Northwest Passage**, sustaining.

July 14, 21 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

July 15, 22 (8:30-9 p.m.) **Price Is Right**, Lever through J. Walter Thompson.

July 15, 22 (9-9:30 p.m.) **Kraft Music Hall Presents Dave King**, Kraft through J. Walter Thompson.

July 16 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

July 17 (8-9 p.m.) **Ellery Queen**, sustaining.

July 18 (10-10:30 a.m.) **Howdy Doody**, Continental Baking through Ted Bates.

July 18 (10:30-11 a. m.) **Ruff and Reddy Show**, Borden through Benton & Bowles and Mars through Knox-Reeves.

July 18 (8-9 p.m.) **Perry Presents**, RCA Whirlpool through Kenyon & Eckhardt and American Dairy through Campbell-Mithun.

July 19 (7-7:30 p.m.) **Midwestern Hayride**, local co-operative sponsorship.

July 19 (9-10 p.m.) **Summertime Chevy Show**, Chevrolet through Campbell-Ewald.

CBS-TV

No color programming scheduled in this period.

Court receiver gets 'Telephone Time' films

Negatives and prints of 79 episodes of the half hour tv series, *Telephone Time*, have been ordered turned over to R.E. Allen as receiver by Los Angeles Superior Court Judge Ellsworth Meyer. Mr. Allen has also been authorized to take over distribution of the tv series and to collect the payments for reruns made by stations. Guild Films, which has been in charge of distribution, has been ordered to deliver to Mr. Allen all money received for the series since March 20, when Judge Meyer issued a temporary restraining order enjoining Hal Roach Studios, Passing Parade Films, Scranton Corp. and Guild Films from disbursing any collections from the series (BROADCASTING, March 30).

The restraining order and the appointment of a receiver are in connection with a $635,000 damage suit of Jerry Stagg, who produced the *Telephone Time* series at Hal Roach Studios, against a list of defendants that included the above listed companies and other associated organizations, as well as Hal Roach Jr. and Alexander Guterma, who served as former president and board chairman of the studios, respectively.

Tv pupils out-score classroom compatriots

Televised classes in seventh grade mathematics scored 9.6% higher in a test in New York City public schools than classes taught in the traditional manner, it was announced recently by Joseph O. Loretan, associate superintendent in charge of the city's junior high schools, after a semester-long experiment.

Ten classes in ten schools viewed *Math 7* lectures regularly over WPIX (TV) New York between 10:20 and 10:50 a.m. Tuesdays and Thursdays. The telecasts were part of the State Board of Regents' etv series.

Along with 20 classes forming a control group, the tv students were measured for mastery of concepts and skills in a test consisting of 50 questions. The experimental group scored 37.6 and the control group 32.8 out of 50. It was noted that these figures were equivalent to 75.2 and 65.6 out of 100, a difference of 9.6% in favor of tv classes.

A control group edged out tv classes in another recent test in the New York area. Examinations in another WPIX course called *Living Together* at Long Island Agricultural and Technical Institute, Farmingdale, L.I., showed the average grade of the tv students was 75.85 and of the control group 76.3, a slight advantage for orthodox methods. A total of 546 students in their second year at the two-year institute participated in the 15-week experiment, also under the guidance of the Board of Regents.

MGA wins point

Musicians Guild of America won another decision in its continuing legal battle with American Federation of Musicians when Herman Marx, National Labor Relations Board trial examiner, ruled that the phrase "30 days after initial employment" in a labor contract means 30 calendar days and that any musician employed by any of the major motion picture studios with whom MGA has contracts must join MGA within 30 days to be eligible to subsequent employment at that studio. AFM had contended that what was meant was 30 days of consecutive employment, a position vigorously disputed by MGA on the ground that in fields of casual employment such as scoring a motion picture there is virtually no such thing as 30 consecutive days of employment and that such a definition would be tantamount to denying a union the right to obtain memberships

"AT K-7 G.E.'s TRANSMITTERS are their Most Important Product" . .

"CAUSE WE JUST INSTALLED A BRAND NEW ONE"...

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K7

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and dues from workers getting employment under the union's contracts. The ruling now goes to the NLRB in Washington for final action.

NTA, SCREEN GEMS Integrate operations with parent companies

Two major television film firms last week announced plans to integrate their operations with parent companies. For one, National Telefilm Assoc., it also includes a move of the NTA home office to Beverly Hills, Calif., where its functions will be worked into the activity of National Theatres Inc.

The second tv company, Screen Gems, New York, will move its entire operations on the West Coast into the overall activities of Columbia Pictures Inc.

The NTA move to Beverly Hills, will take place on Oct. 1, Ely A. Landau, board chairman of NTA, announced last Wednesday (July 8).

NTA's home office will be consolidated with National Theatres, which recently aquired NTA. The headquarters will be a new office building in Beverly Hills, representing a chance for National Theatres, which has had its main offices in downtown Los Angeles for many years.

Top NTA executive personnel and key departments, with certain exceptions, will move to the new headquarters. In addition to Mr. Landau, the principal officers relocating in California will include Oliver A. Unger, president; Harold Goldman, president of NTA International, and David J. Melamed, vice president, administration. NTA divisions moving to Beverly Hills include NTA International, which distributes feature films, and NTA Pictures Inc., which releases features for theatrical exhibition.

All NTA departments will make the move but at least one representative from most of the units will be retained in New York.

Company divisions that will maintain headquarters in New York are NTA Program Sales, which sells syndicated programs; NTA Telestudios, which produces taped shows and commercials, and the NTA owned and operated stations division, which operated WNTA-AM-FM-TV Newark and KMSP-AM-TV Minneapolis-St. Paul.

Screen Gems Action • The entire West Coast operation of Screen Gems Inc., New York, will be integrated into the overall activities of Columbia Pictures, Samuel J. Briskin, vice president in charge of studio operations for Columbia Pictures, said in making the announcement last week. SG is the wholly-owned tv subsidiary of the motion picture company.

The changeover will be gradual and eventually will bring the SG operation on the West Coast under the same roof with the parent company. Four major departments of Screen Gems—production, story, casting and publicity—will be the first to be integrated within the framework of the existing Columbia studio organization. Columbia department heads will supervise activities in their areas for Screen Gems.

Down, not out

Shots of the KOCO-TV Oklahoma City tower collapsing, taken in 1956 when the tower's location was being changed, were resurrected to give a dramatic twist to live coverage of military maneuvers.

In the maneuvers the Eighth Rifle Co. placed explosives at the base of KOCO-TV's present tower. As the camera panned to the top of the tower, film of the tower's 1956 collapse was introduced. After the tower toppled KOCO-TV went dark for 15 seconds, giving the impression that the station had been knocked off the air.

Move by Moran fails to stop CBS-TV show

A request for an injunction to restrain CBS-TV from repeating an earlier *Playhouse 90* program about Chicago's St. Valentine's Day massacre was denied in that city's superior court Thursday (July 9). But the plaintiffs promised to seek legal relief looking toward a permanent injunction.

John G. Moran, son of George C. (Bugs) Moran, onetime Chicago hoodlum, filed the suit on grounds that such a presentation would cause "mental anguish, distress and humiliation." It involved a July 9 re-showing of *Playhouse 90's* Feb. 14 program, "Seven Against the Wall." The action was filed Wednesday by the law firm of Henehan, Donovan & Isaacson.

Judge Norman Barry rejected the request but gave no opinion on the issues involved. CBS's law firm—Arvey, Hodes & Mantynband, claimed an injunction would cause severe damages and pressed for dismissal of the request. Mr. Moran's attorneys promptly reported they would seek a permanent injunction, through appellate and state supreme courts, if necessary.

Attorneys for Mr. Moran claimed that the *Playhouse 90* presentation, while fictional in nature, tended to give a factual account of a personality as a central character and thus offended the "sensibilities" of the plaintiff. The issue, they held, was one of more "right of privacy" than of slander and violated a "privileged area."

In announcing the rejection, Judge Barry did not rule on basic rights involved but merely on the specific request for a temporary injunction. He held that the right of privacy pertained only to the elder Moran. An attorney for the plaintiff said that while there is small precedent in such a case, "there have been indications in previous cases in our favor.

On the Latin beat

Two tv news directors of the WKY Television System are invading the often turbulent capitals of South America to record the area's unrest on film.

Crawford Rice of WTVT (TV) Tampa, Fla., and Bill Henry of WSFA-TV Montgomery, Ala., have obtained visas from the State Dept. to visit eight Latin American capitals. Their trip is the result of recent troubles reported below the border and the intent of WTVT and WSFA-TV to give their audiences of the inside story.

Bob Edrington, WTVT promotion

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Movies find happy hunting ground on tv

A survey by NTA International on the pattern of usage of feature films by tv station shows that most stations telecast from six to 10 features a week, covering 10 to 20 hours of air time a week.

Harold Goldman, president of NTA International, which distributes feature films to which National Telefilm Assoc., New York, holds rights, reported that a total of 300 stations responded to NTA International's questionnaire. He said these represented 54.2% of all stations on the air in the U.S. and covered every market situation—from one-station to seven-station markets.

The study reveals that independent stations use more feature films than affiliated stations—21 a week for a total of 36 hours for the former and nine features a week for a total of 15 hours for the latter.

As the number of stations in a market increases, the use of feature films also rises, the study states. For instance, in New York and Los Angeles, both seven-station markets, tv outlets there devote 26.8% and 30.2% of total time respectively to features, while Fresno, Albuquerque and Tucson, three-station markets, devote 23%, 19.6% and 18.3% of their total air time to features.

manager, reports that the station will receive daily shipments of the South American film and will show them on the early and late editions of *Pulse* (6-7 p.m. and 11-11:30 p.m., Mon.-Fri.).

Republic Pictures bought by L.A. group

The control of Republic Pictures Corp., New York, passed from longtime President Herbert J. Yates to a group of Los Angeles industrialists headed by Victor M. Carter on July 1.

The selling price: a reported $5 million for some 400,000 shares of Republic held by Mr. Yates and members of his family.

Republic's assets cover the firm's Hollywood lot, which is leased to outside production companies; Consolidated Film Labs and tv and feature product (all re-run). Republic ceased production and relinquished its own distribution organization several years ago. Republic has sold its post-48 features over the past few years without negotiations or payments to the talent guilds and thereby is necessarily barred from production in the U.S.

Mr. Carter was elected president of Republic Pictures at a board meeting in New York. Mr. Yates was named board chairman and will serve in "an advisory capacity."

ABC-TV Stage E set

Modernization of ABC-TV's Stage E in its Hollywood television center will be completed before its July 15 target date, allowing ample time for the July 18 telecast of *Lawrence Welk's Dodge Dancing Party* from that location, it was announced last week by Frank Marx, vice president in charge of engineering. All ABC-TV specials originating on the West Coast next season will come from Stage E. The project is part of the network's multimillion dollar development program.

• Program notes

• Trans-Lux Television Corp., N.Y., reports the sale of its *Felix the Cat* animated cartoon package to KCOP (TV) Los Angeles, raising markets sold to 35. The series, still in production, will consist of 260 five-minute episodes and is scheduled to go on the air in January 1960.

• Pathe News Inc., N.Y., is exploring the possibility of reentering the tv film and theatrical motion picture field. Barnett Glassman, president of Pathe, left for Europe last week and before his departure, he announced he would attempt to negotiate co-production deals with European film producers, under which Pathe would finance motion picture and tv series for distribution by Pathe.

• KGGM-TV Albuquerque, N.M., WOW-TV Omaha, Neb., and WKOW-TV Madison, Wis., are recent subscribers to CBS Newsfilm, according to John M. Cooper, manager of the daily news service.

• Signed last week to stage and direct 13 programs of the 90-minute variety specials to be presented next season on CBS-TV by Revlon Inc. was Abe Burrows, playwright, director and former star of his own programs on CBS Radio and Television. Mr. Burrows joins a staff headed by Goodman Ace whose organization will produce and write 15 of the 20 Revlon specials scheduled to alternate with *Playhouse 90*.

• Morgan-Swain Inc., Sarasota, Fla., has been established to produce in-

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

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Represented by
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Prop man polishes his craft

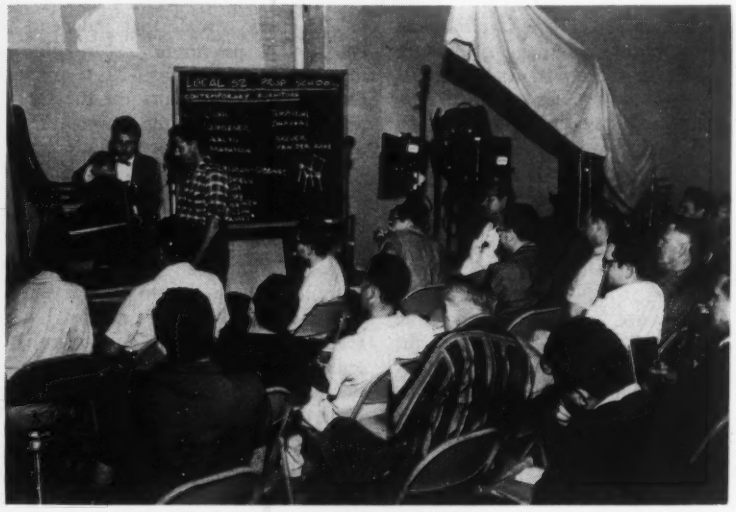
Each Saturday morning 35 members of Local 52, International Alliance of Theatrical Stage Employes listen attentively for 3½ hours as an interior designer lectures the class on European and American period furniture, table settings and flower arrangements, textiles and wall papers, period room arrangement and window treatment.

The students are property and sound men employed at New York film studios on tv film commercials, industrial and feature films. For some time, the union and its members felt that a knowledge of interior design would be helpful to them during production sessions on tv film commercials and on some feature films. Sam Roberts, chairman of the Local 52 Prop School Committee and staff property master at MPO Television Films Inc., where the classes are held, explains it this way:

"The prop man is the one who dresses the set. We realized that with the growth of tv film comercial business in New York, we needed to know more about interior design because many commercials are highly styled and highly polished. Prior to tv, the prop man did not have to do much with the selection of styles and design as the work here was largely on industrial films and newsreels. Now, once the set designer sketches the set, it is up to the property man to follow through."

The course started May 1 for ten Saturdays. Each member pays $45 (covers instruction and textbook) and attends on his day off. John La Marre of the New York School of Interior Design conducts classes, assisted by guest lecturers.

MPO is providing its facilities. Marvin Rothenberg, MPO vice president, commented: "We feel this course is serving the common interest of the film producer and the union in keeping New York production standards high."



IATSE's DESIGN FOR WORKING

Prop class hears guest lecturer Stanley Saltzman

dustrial and documentary films and tv film commencials. It is a consolidation of Carey-Swain Inc., and Dramatic Presentations, a sales organization.

• CBS Radio has scheduled a special series of four programs analyzing world news for the 12:15 to 12:30 p.m. EDT time slot on successive Sundays, July 12, 19, 26, and Aug. 2. Anchor man for the series produced by CBS news will be correspondent Blair Clark, who will be in direct radio contact with CBS correspondents throughout the world for a review and analysis of an important story of the week.

• An hour-long drama series, which will drew upon material in *The Blue and the Gray*, a two-volume source book of narratives of the Civil War, will be produced under the same title by NBC-TV during the 1960-61 season. Henry Steele Commager, who compiled the source book, will be consultant for the series, which will be produced on film.

• WNEW New York announces that its weekly *News Closeup Program*, a review of the week's news featuring the voices of newsmakers, is being made available for re-broadcast throughout the world by the Voice of America.

• New heavyweight champion Ingemar Johansson has been offered a guest star role in *Tales of the Vikings*, tv series being filmed by Kirk Douglas' production company, Brynaprod, for release by United Artists Television Inc. According to Mr. Douglas, the Swedish boxer is considering the offer.

• The first report issued by trustees of the American Federation of Television & Radio Artists' pension and welfare fund shows that in the three-year period ended Dec. 31, 1958, disbursements totaled $1,374,709, including $596,676 for hospitalization. Trustees reported life and accident insurance policies for each member have been boosted to $4,500. The fund is administered by trustees from union and management. It went into effect Jan. 1, 1956, as the first pension and welfare plan in the entertainment union field.

• Warner Bros., Burbank, Calif., has begun construction of a new $500,000 film editing and casting building for its tv division. The two-story structure is L-shaped and measures 138 by 81 ft. It will contain 49 film editing and cutting rooms and six casting suites.

• WOR New York on July 1 aired a special tribute to its former president and board chairman, Alfred J. McCosker, who passed away earlier that day in Miami Beach (BROADCASTING, July 6). Written by George Brown, WOR news director, and narrated by newscasters Les Smith and Lyle Van, *A Tribute to Alfred McCosker* outlined his pioneering role in the broadcasting industry.

• Video tape enabled KSL-TV Salt Lake City to condense a two-hour dance festival into a 30-minute highlight version aired within an hour of the festival's end. The festival, involving over 5,000 costumed dancers from 11 western states, is an annual feature of the Latter Day Saints (Mormon) Church youth program. To telescope the long event into a 30-minute tv show, KSL-TV "edited" the live program in progress, precluding cutting and splicing. To the direct video tape pickup studio technicians added transi-

tional music, slide inserts and narration for a "perfect" blend, the station reports.

• Screen Gems Inc., N.Y., reports sales on its various feature film packages to KRCA-TV Los Angeles, WWL-TV New Orleans, WXIX-TV Milwaukee, KTVR (TV) Denver, KTVK (TV) Phoenix, KRON-TV San Francisco, WCKT (TV) Miami and WRGB-TV Schenectady, N.Y.

• Movies and tv mean work for animals as well as humans, according to the Hollywood office of the American Humane Assn. The May report shows 49 days of work on 11 motion pictures and 21 days on 11 tv productions involving 1,628 animals.

• Both east and west branches of Writers Guild of America have approved a new contract with the Artists Managers Guild and the Society of Authors Representatives covering the relationship of writers and their agents. The new pact for the first time includes writers for radio and tv. Former contracts covered only screen writers.

• Minnesota Mining & Mfg. Co., St. Paul, will present a "substantial amount" of video-tape to the National Educational Television & Radio Center, N.Y., and will give tape sufficient for 30 hours of programming to each recorder-equipped educational station in which Minnesota Mining has "community interest." Announcement of the gift was made June 25 at meeting of program managers of 43 educational tv stations in St. Louis.

• Cal Tinney, humorist, columnist and radio-tv commentator, has made a distribution agreement with Harry S. Goodman Productions, N.Y., for a radio syndicated program, *Cal Tinney Time*. Mr. Tinney is producing five 5-minute shows and twenty 1-minute shows per week for a year under the agreement. He has written a column for the *New York Post* and appeared over MBS, ABC Radio and NBC-TV.

• Independent Television Corp., N.Y., surpassed $600,000 in foreign sales during the first six months of operations of its foreign sales department, it was reported last week by Abe Mandell, director of ITC's international sales. Sales were made in Central and South America, Japan and the Phillipines, Mr. Mandell said.

• California National Productions Inc., N.Y., reports recent sales of *Cameo Theatre*, series selected from the NBC-TV *Matinee Theatre* repertoire, to: WTVT (TV) Tampa, Fla.; WGEM-TV Quincy, Ill.; KARK-TV Little Rock, Ark.; KSHO-TV Las Vegas, Nev.; KFDX-TV Wichita Falls, Kan.; WNEM-TV Saginaw, Mich.; KCCC-TV Sacramento, Calif.; KSD-TV St. Louis, Mo.; WHIO-TV Dayton, Ohio, and WPSD-TV Paducah, Ky.

• Telenews, newsfilm service produced by Hearst Metrotone News Inc., N.Y., last week announced these sales: *The Weekly News Review* to KOTA-TV Rapid City, S.D., and Tv Continental, Rio de Janeiro; *This Week in Sports*, to KGO-TV San Francisco and WMTW-TV Poland Springs, Me.; *The Daily Telenews* to KYTV (TV) Springfield, Mo.; rights to tape for re-telecast Telenews footage carried by ABC-TV to KONO-TV San Antonio and KTRK-TV Houston.

• Ziv Television Programs, N.Y., reports that sales and renewals on its syndicated tv programs for the first six months of 1959 rose 34% above those for the comparable period of 1958. Pace-setting series were said to include *Lock-Up*, *Bold Venture*, *Sea Hunt*, *Highway Patrol*, and *MacKenzie's Raiders*.

• Permafilm Inc., N.Y., and Permafilm of California Inc. announce franchise contracts with Movielab Film Labs Inc. and Movielab Color Corp., both New York, and Arizona Color Film Labs, Phoenix. Franchisers for the film protection service now total 27 in the U.S. and 15 in foreign countries, it was reported.

• Archer-Barnwell International Productions has been formed by Hollywood producer-director John Barnwell and Nicholas Archer with headquarters in Manila. A-B is prepared to furnish tv producers with "complete below the line services guaranteeing completion within budget." Its area of operations includes Japan, Formosa, Thailand, Indonesia, Hong Kong and the Caroline Islands. The firm is represented in Hollywood by Dick Irving Hyland of the Frank Cooper Agency.

• KING-TV Seattle, Wash., presented a 90-minute special report in prime evening time on the crisis faced by Pudget Sound port cities. Entitled *Lost Cargo*, the program was sponsored by the National Bank of Commerce, Seattle, in the community's interest. The special was the first of a public service series to be presented by KING-TV and was supervised by Bob Schulman, director of special features.

• A special report by Richard Cardinal Cushing, Archbishop of Boston, over WBZ-TV Boston elicited a sharp attack by Radio Moscow and a sharper retort from the Roman Catholic prelate. Radio Moscow accused Cardinal

Hot Julys in Iowa yes

Crops smile in the friable soil

WMT

Eastern Iowa's Sizzling Platter

National Reps: The Katz Agency

WISN-TV

the *basic* buy in Milwaukee

BASIC BECAUSE . . .
WISN-TV's share of audience has increased sharply. In important afternoon and evening time periods it is now the leading station in town.

WISN-TV's coverage has increased sharply. Because of network shifts in other markets WISN-TV now brings the only sharp ABC signal to most viewers in a 16 county area — 559,470 TV homes.

END RESULT . . .
WISN-TV is the only Milwaukee station to increase its coverage and audience without increasing its rates.

WISN-TV

Channel 12

William C. Goodnow, Station Manager
Represented by Edward Petry & Co., Inc.

Cushing of starting a "crusade against Communism" in his telecast which was repeated in response to viewer demand. The church leader retorted in a sermon: "I will [continue to] speak about Communism as it really is in an attempt to unite the Christian world against the atheism of Russia."

• A four-color directory of program services in the Chicago area is being distributed by Fred A. Niles Productions to the communications industry. The listings include tv program packagers, film distributors, labs, motion picture studios, radio and tv stations and networks, trade publications, model agencies, unions and airlines. The directory can be obtained free upon request to sales promotion manager, Fred A. Niles Productions, 1058 W. Washington Blvd., Chicago 7, Ill.

• Broadcast Music Inc. and the American Assn. for State & Local History are co-sponsoring a competition under which an award of $500 will be presented to the radio or tv station which produces the best program dealing with state or local history during 1959. An additional grant of $500 will be made to the state or local history agency which cooperates in the production of the winning broadcast. Entries may be sent to the association at 816 State St., Madison 6, Wis. Deadline: Jan. 15, 1960.

• Olmsted Sound Studios, N.Y., has purchased the recording studios of Coastal Recording Co., N.Y., and Audio-Video Recording Co., N.Y., including the Fulton Studio at 80 W. 40th St.

• The establishment of Radio-Tv Guild Awards, N.Y., a broadcast promotion organization, has been announced by Hugh D. Ricker, who recently was head of special services and promotion for C.E. Hooper Inc. Mr. Ricker said a feature will be saving stamp promotions. Temporary office of the new company is 410 E. 65th St., New York, N.Y. Telephone is Yukon 8-6814.

• Singer Bobby Darin has formed Addison Records, N.Y., with talent agents Joe Csida, Ed Burton and Mr. Darin's business manager, Frank Barone. Mr. Csida is president of the new company, Mr. Darin artists and repertoire vice president, Mr. Burton secretary-general manager and Mr. Barone is treasurer.

• With 23 buys in the past few weeks, WPIX (TV) New York reports it has sold its station-produced documentary, "Cold War—Berlin Crisis," to a total of 50 stations.

• California National Productions, N.Y., reports the following sales of *Union Pacific*, tv film series, bringing total sales to 147 stations: KREX-TV Grand Junction, Colo.; WTOC-TV Savannah, Ga.; WEAU-TV Eau Claire, Wis.; KARD-TV Wichita, Kan.; KSWS-TV Roswell, N.M.; WKJG-TV Fort Wayne, Ind.; WPST-TV Miami, Fla.; KSLA-TV Shreveport, La.; WSJS-TV Winston-Salem, N.C.; WDMJ Marquette, Mich.; WCTV (TV) Tallahassee, Fla.; WDBJ-TV Roanoke, Va.; WTVY (TV) Dothan, Ala., and WCPO-TV Cincinnati.

• Plans to produce hour-long dramatic films for television have been announced by Florida realtor-industrialist Lee Ratner. The format of the films is described as "horror tales, some with a pseudo-science fiction theme." Mr. Ratner reported that production will begin this month on the first film, "Blood Clot," at Charter Oaks Studios in New York. Subsequently, a second film, tentatively titled "The Razor," will go into production at the same studio, he said.

• KTNT-TV Seattle-Tacoma has initiated a weather-and-water report for fishermen and water sportsmen. The five-minute forecasts, received from the U.S. Coast Guard Marine service, are telecast late Friday and Saturday nights plus Saturday and Sunday mornings.

• With its eye on post-Labor Day sales, CBS Radio has unveiled its plans for a new "back-to-school tie-in" promotion. Offered for sponsorship are 2½-minute program units which will be adjacent to special 30-second non-commercial announcements on the "return to the classroom" theme. The network reports it will broadcast a saturation schedule of 20 general announcements each each week from Aug. 17 through Sept. 13 to remind parents of the items needed by their children for the new school year.

• Filmways Inc., N.Y., reports the start of production in Hollywood of its first tv film series, *21 Beacon Street*, scheduled to run for 13 weeks on NBC-TV as a summer replacement for the *Ernie Ford Show*. The company has previously concentrated on film and video tape tv commercials, according to Al Simon, president.

Weatherscript

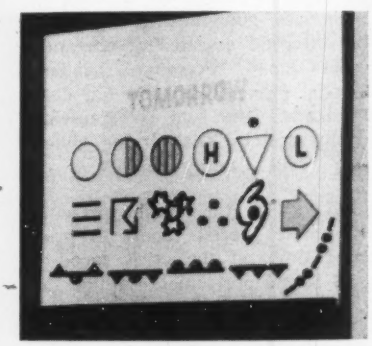
The first standardized weather symbols approved by the United States Weather Bureau for use on television went on the air June 29, in at least the 36 markets in the East in which the Atlantic Refining Co., Philadelphia, sponsors weathercasts.

The symbols were developed by Atlantic and its agency, N.W. Ayer & Son, Philadelphia, in cooperation with the Weather Bureau. In the past the Weather Bureau has sanctioned modified weather symbols for newspaper reporting, but until 18 months ago, scant work had been done on standardization of weather presentations on tv.

The standardized weather symbols were demonstrated during a two-day conference in Fort Lauderdale, Fla., June 25-26. Richard Borden, advertising manager for Atlantic Refining, showed tv weathermen the 16 basic symbols selected from more than 100 official weather designations. They were described as "photogenic" and "readily identifiable" on tv.

Norman Hagen, public information coordinator of the U.S. Weather Bureau, said the bureau was cooperating with Atlantic and N.W. Ayer in order to help clarify the reporting of weather to the public through television. He added:

"It is our hope that other broadcasters will adopt the standard symbols and that the public will benefit from clearer, more accurate interpretations of official U.S. weather reports."



Symbols on Atlantic board • Top row: clear, partly cloudy, cloudy, high pressure, showers, low pressure.

Middle row: fog, thunderstorm, snow, rain, hurricane (tropical storm), direction of movement.

Bottom row: stationary front, occluded front, warm front, cold front, squall line.

CANADIAN TV TAB
Sponsored programs supported by taxpayer

Some Canadian tv advertisers have been eating their cake and having it too, according to a report before the Parliamentary Broadcasting Committee in Ottawa.

The report showed that the Canadian taxpayer, through payments to the Canadian Broadcasting Corp. by the Canadian treasury, subsidized live tv programs.

Seventeen of 40 commercially-sponsored tv programs on the English and French networks lost money according to the report, which covered two weeks of programming in March of this year. CBC reported on costs of 102 tv programs during the fortnight, showing that 62 programs were unsponsored at a cost of $289,924.

Delayed Report • CBC had resisted for several weeks demands of the Parliamentary Broadcasting Committee that it report on the cost of live sponsored programs and the payments made by advertisers. CBC claimed that such information would reveal confidential information to competitors of its sponsors. The Committee finally prevailed and CBC executives came up with reports on live shows in the first and third weeks of March.

On the English-language network four sports telecasts were profitable. Biggest money-maker was the Imperial Oil telecast of the Saturday night hockey game from Montreal and Toronto, carried on the two language networks. On a semi-final hockey game sponsored by Imperial Oil and Molson's Brewery CBC made $11,506, the program having cost but $2,358.

Also, General Motors of Canada, Oshawa, Ont., for *GM Presents*, a drama show, paid $14,813 of the cost of $28,221; Canadian General Electric Co., Toronto, for a musical *Showtime* paid $10,217 out of a total cost of $24,768; General Foods Ltd., Toronto, and Lever Bros. Ltd., Toronto, for the drama show *The Unforeseen*, jointly paid $9,146 out of a cost of $19,749; Cheseborough Ponds Ltd., and Sunbeam Electric Ltd., both Toronto, for *Music Makers '59* paid $8,629 out of $13,663 program cost.

Imperial Tobacco Ltd., Montreal, and Texaco of Canada, Montreal, sponsored *Cross Canada Hit Parade* for $9,678, while the program cost $30,132. *PM Party*, a daily late afternoon program, cost $15,013 for three shows, sponsored by Mount Royal Rice Co., Montreal, which paid $1,990 for its commercials.

Other programs on the English-language tv network lost less money. These included *Talent Caravan*, sponsored by Rothman's of Canada (cigarettes) Toronto, and Standard Brands Ltd., Montreal, $7,320 out of $11,124 cost; *One of a Kind* quiz show, for Colgate-Palmolive Ltd., Toronto, and Adams Chiclets, Toronto, $6,700 of $9,962 cost; *Front Page Challenge*, quiz show for Lever Bros. Ltd., Toronto, $6,622 out of a cost of $9,251.

In Sum • The 40 network shows had a total production cost of $306,981. The CBC paid $120,863 of this sum, advertisers the balance.

On the French-language network 13 of 24 sponsored shows made money, with sports the main profitable programs.

Canadian tv sets lag

Television receiver sales in Canada in May were 22,958 as compared with 20,389 that month last year. Nevertheless, total tv set sales for the first five months of this year were down slightly at 139,744 units, compared to 142,260 in the same period last year, according to figures released by the Electronic Industries Assn. of Canada.

Radio receiver sales in May also were up over last year, with 44,464 sets this May as against 43,271 in May 1958. Radio sales in the January-May 1959 period totalled 220,547 units as compared with 182,522 in the same period last year. Increases were shown in all classes of receivers.

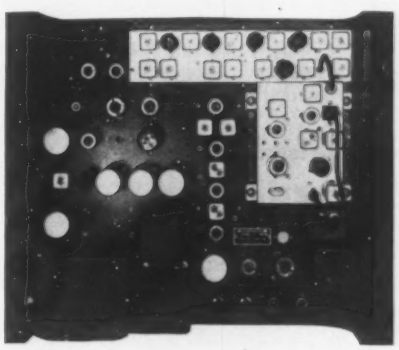
Nielsen and Attwood merge rating services

An amalgamation of broadcast audience research has been completed in London by A.C. Nielsen Co. Ltd. and Attwood Group of Companies Ltd., providing a single service for ten foreign countries.

The two British companies have been offering audience analyses in the United Kingdom since the advent of commercial tv four years ago. Combining the services will help reduce operating expenses, according to executives of both companies.

The new single service will cover Great Britain, Ireland, Germany, France, Italy, Holland, Belgium, Luxembourg, Switzerland and Austria. The company will be owned primarily on a 50-50 basis, with Bedford Attwood

NEMS • CLARKE
Type TRC-1
TV Color
Rebroadcast
Receiver



The Type TRC-1 Color Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of black and white and color signals.

SPECIFICATIONS

VIDEO CHANNEL
Output terminal: 75 ohms, coaxial
Level: Adjustable up to approximately 1 volt, peak to peak
Polarity: Sync negative
Frequency response: To 4.2 mc

SOUND CHANNEL
System: Separate IF (not intercarrier)
Output level: Adjustable from 0 to 18 dbm
Output impedance: 600 ohms or 150 ohms, balanced or unbalanced
Frequency response: 30 to 15,000 cycles with standard 75-u sec de-emphasis
Distortion: Less than 1%
Noise level: 50 db below +0 dbm

SYNC CHANNEL
Output connection: 75 ohms, coaxial
Output level: 3 volts, peak to peak
Polarity: Negative

MISCELLANEOUS
Gain control: Manual or keyed automatic
RF input connection: 75 ohms, coaxial
Crystal controlled R.F.: Employed for maximum and unattended operation
Power supply: Self-contained
Power requirements: 117 volts, 60 cycles, 150 watts

NEMS-CLARKE COMPANY
A DIVISION OF VITRO CORPORATION OF AMERICA
919 JESUP-BLAIR DRIVE • SILVER SPRING, MARYLAND • JUNIPER 5-1000

as chairman and E.P.H. James and J.P. Napier, both of Nielsen, as directors.

A.C. Nielsen Ltd. will disband its production facilities after delivery of the report for the week ended June 28. A subsidiary will be set up by the new organization "to investigate and launch television audience research in West Germany."

• Abroad in brief

• McDonald Research Ltd., Toronto, has developed and copyrighted a new system of audience surveys to give a quick visual record of listening and viewing habits of each co-operating household. Clyde H. McDonald, who was research director for a number of years of the industry-owned Bureau of Broadcast Measurement, has issued the first of his "Cumograph" reports. The reports show how each family tuned in each station during a day or a week. Three will be issued annually, in the spring, fall and winter.

• CKY Winnipeg, Man., will use a Canadian General Electric Co. Ltd., Toronto, Ont., BTC-50A transmitter, when it goes to 50 kw on 580 kc, up from present 5 kw. Transmitter will be similar to that of CKAC Montreal, Que., which went into operation about a year ago. The Canadian-designed and built transmitter will use only 16 tubes, with germanium rectifiers for high voltage power supply. The new transmitter site of CKY will be about 20 miles south of Winnipeg. The antenna array will consist of four towers, 315 feet high. A directional pattern will be used day and night.

FANFARE

Book business on tv

Pennington Press of Chicago is bringing its product to life in the New York metropolitan area. To present its fiction in three dimensions, the publisher has bought a daily quarter-hour on WNTA-TV Newark, N.J.-New York in cooperation with stores handling the books.

Taking a character, "Mister McGarrity," from its *Maggie Muggins* juvenile series, the publisher is presenting him in three dimensions on tv, beginning today (July 13). Val Bettin, former Chicago tv "Storyteller," plays the title role on the WNTA-TV *Mister McGarrity* show. Aided by electronic effects, he reads Pennington books to a live audience of children. Each child in the studio represents an individual sponsoring store where his mother shops. Pennington's agency is William Henricks Assoc., Chicago.

Breaking tradition in Austin

Even a ground-breaking ceremony can be different in Texas, reports KTBC-AM-TV Austin.

The Business Research Corp. of Texas, representing Theodore W. Berenson & Assoc., Boston, was instructed to plan a ground-breaking for Berenson's $10 million Capital Plaza shopping center in Austin. The traditional first turn of the spade by the mayor was discarded as commonplace and a Texas-style ceremony outlined.

A breakfast, with city, county and state officials and business leaders as guests, was held six miles from the construction site in the air-conditioned comfort of a hotel. Plans were made to detonate an explosive at the construction site by a telephone circuit and to broadcast its sound to the hotel breakfast via radio.

Over a three-station, intra-city hookup, listeners heard the KTBC announcer describe the breakfast and then switch to a remote control unit at the site for a pre-blast countdown. As Austin's mayor said, "I throw this switch which will detonate an explosion heard around the city," the sound of the explosion echoed through the hotel and thousands of Austin homes.

Getting to KXOK on time

Two housewife listeners of KXOK St. Louis have demonstrated a never-say-die spirit more often associated with the Canadian Mounties.

KXOK is currently airing a show called the *$100,000 Sweepstakes Game*, which requires that the listener named return a certain serial-numbered dollar bill to the station within 24 hours of the announcement over KXOK.

Mrs. Thomas Cooper was sitting in her home in Vincennes, Ind., 180 miles from St. Louis, when KXOK announced that she had won a room air purifier if she could get to the station in time. A mother of nine and grandmother of eight children, Mrs. Cooper hopped into her car and drove the 180 miles to St. Louis to claim her prize.

A more complicated if shorter odyssey awaited Mrs. Josephine Murphy of St. Louis. KXOK's Jack Elliot announced one morning that if Mrs. Murphy called within 60 seconds, she would receive a General Electric clock radio or 16,500 trading stamps. Mrs. Murphy called in time but suddenly realized that she had put the dollar bill in the Sunday collection plate at All Saints' Church in University City, Mo.

Mrs. Murphy called the church, only to find that the money had been deposited at the bank. The undaunted Mrs. Murphy rushed to the bank, retrieved the bill from the still intact deposit and arrived at KXOK's Radio Park in ample time to claim her prize.

Sorry, folks

When it found itself sold out for the next month, WNAB Bridgeport, Conn., took a two-thirds page display ad in the local paper to apologize to clients and tell them when there would be availabilities again.

Citywide birthday party

An elaborate parade Friday night (July 10) through downtown Providence, R.I., climaxed a week-long schedule of special events commemorating the 10th anniversary of WJAR-TV there. WJAR-TV's birthday parade, led by Bill Wendell, m.c. of *Tic Tac Dough* on *NBC-TV*, was telecast by the station from 7:30 to 9 p.m.

Previous highlights of the birthday week celebration: A free circus-fair complete with animal acts, clown, acrobats and a variety of exhibits; a televised street dance featuring name entertainers, and an hour-long telecast on July 5 of outstanding local and regional news coverage by WJAR-TV during the past 10 years. Also in birthday week the station's *Jay Kroll Show* originated four days from studios in the Outlet Co., Providence department store which owns the station. WJAR-TV stars also carried the birthday message on July 2 to Raynham Park, Mass., dog races where the station presented a trophy to the owner of the winning greyhound in the first race.

In its birthday week the station hopes to point the way to an annual Providence summer fair, which would be undertaken on a civic basis. WJAR-TV's advertising agency, Creamer-Trowbridge Co. of Providence, helped plan the birthday.

Does it show?

The idea of a new panel show on KOA-TV Denver is to discern whether a given couple has *That Married Look*. Conceived by Walter Krantz, Denver adman, and broadcast through cooperation of area Rambler dealers, it is a Friday evening half hour presenting contestants of both sexes, married and single. A panel of media people guesses their marital status.

• Drumbeats

• Excerpts of major news events covered by NBC Radio's *Monitor* during the past three years are included in a special recording prepared by NBC for exclusive distribution to Rambler automobile dealers in the U.S. *Monitor* newscasts have been sponsored by the Rambler Div. of American Motors Corp. since Feb. 23, 1957.

• CKOM Saskatoon, Sask., has distributed 500 fans to Saskatoon hospital patients. The fans carry the message "I'm a CKOM fan," on one side, "CKOM radio, music, news, sports" on the reverse.

• Listeners to the nighttime *Town Crier* (telephone audience participation show) on KVOR Colorado Springs, Colo., voted to hold a picnic. Sponsors seconded the motion, providing grounds and refreshments. One of them fed the crowd 1,500 pounds of beef.

• KIXZ Amarillo, Tex., broadcast a week of salutes to merchants, but businessmen had to be tuned in beforehand to qualify. The station telephoned to find out if a prospective honoree was listening and if so, went on to spot salutes throughout the next hour.

• It was "D-Day in Dixie" July 4 as WACL Waycross, Ga., programmed solid Dixieland music and safety messages. The 15-county district suffered no fatalities.

• Stromberger, LaVene, McKenzie, Los Angeles advertising agency, entertained 250 media friends at a "Gay Nineties" party. Admen dressed up in derbies and handlebar mustaches. Their secretaries wore brief versions of turn-of-the-century finery. Guests got draught beer and "free lunch."

• ID's for KIDO Boise, Idaho, are being delivered by a parakeet. In the bird's repertoire (besides the call letters): "Birds can't talk; it's preposterous."

• Gov. Edmund G. (Pat) Brown sat in as a disc jockey at the microphone of KJAX Santa Rosa, Calif., spinning platters, revealing musical preferences and plugging the station's teenage safety program.

• A likely sponsor has been found for radio broadcasts of finals in the Pennsylvania Lawn Tennis Championships at Merion Cricket Club, Haverford, Pa. Seaboard Lawn Products, Philadelphia, will back the two-hour programs July 25-26 over WFLN Philadelphia.

• Charlie Brown of KTXO Sherman, Tex., is doing his broadcasts from a station wagon suspended 40 feet in the air. Held aloft by a crane, the wagon serves as broadcast studio and home for the disc jockey until KTXO makes its announced goal of 51% of the area radio audience. The stunt is sponsored by a bottling company.

• KREX Grand Junction, Colo., celebrated its 33rd anniversary by inviting 25 long-term advertisers to participate in KREX Day contests. KREX supplied air publicity and street parades, resulting in record traffic in sponsor stores. One retailer had an equivalent of six months' normal traffic.

• KVFM (FM) San Fernando, Calif., is broadcasting *You Tape It* (Mon.-Sat. 10:05-10:30), a program of uninterrupted music for listeners with tape recorders who wish to record their own library. The show is sponsored by IFA Electronics, Encino, Calif.

• KOMO Seattle, Wash., sent 50 business leaders a list of musical numbers and asked them to select their favorites. Each day on *Vanderhoof for Breakfast* the station plays a number picked and dedicates it to the nominator.

• *Frances Farmer Presents* on WFBM-TV Indianapolis has completed a 13-week cycle of high-school drama, the "Vignette Theatre," with award of a $500 scholarship for the best student actor during the series. The winner appeared with other local amateurs and Miss Farmer in a special hour-long show to climax the series, presenting two original one-act plays by Fritz Woyna, WFBM continuity director.

• WBRC Birmingham placed a teaser schedule on four local radio stations to introduce its new personality, "Stan, the Giveaway Man."

• Scripts of *Let's Talk Business* are sent daily by WRVA Richmond to executives mentioned in the five-minute newscast by Irby Hollans. A printed cover-sheet asks, "Did you hear this about you over WRVA-Radio . . .?

• WILX (TV) Jackson-Lansing-Battle Creek, Mich., through its New York station representative, Venard, Rintoul & McConnell, served up a breakfast reminder to advertisers and agencies. To announce that WLIX, on ch. 10 has formally opened a studio in Battle Creek, in addition to studios in Lansing and Jackson, VR&M distributed cartons of Kellogg's packages of 10 breakfast cereals with special stickers attached. Sticker messages included: WILX (TV), serving Michigan's golden triangle—Lansing, Battle Creek and Jackson; *snap* up some good avails . . .; *crackle* some mid-Michigan green stuff, and *pop* up strong with sales results.

BUY NOW FOR THE FUTURE
Monaural today—stereo tomorrow—handle both with finest quality results on Ampex Multi-Channel Recorders. May be fully remote controlled. Now sold by Ampex Professional Dealers everywhere—Write to Ampex for a copy of Bulletin B.
AMPEX
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934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

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In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

Station Authorizations, Applications

As Compiled by BROADCASTING

July 1 through July 8. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

APPLICATIONS

Grand Island, Neb.—Grand Island Telecasting Co., vhf ch. 11 (198-204 mc); ERP 0.264 kw vis., 0.166 kw aur.; ant. height above average terrain 204 ft., above ground 229 ft. Estimated construction cost $26,000, first year operating cost $38,000, revenue $43,000. P.O. address 5570 Dallas, Tex. Studio-trans. location Grand Island. Geographic coordinates 40° 55′ 24″ N. Lat., 98° 20′ 36″ W. Long. Trans. Electron, ant. Prodelin. Applicant is Electron Corp., Dallas, applicant for tv permits in Reno, Nev. (see below) and Douglas, Ariz. Ann. July 6.

Reno, Nev.—Circle L. Inc., vhf ch. 4 (66-72 mc); ERP 3.69 kw vis., 1.84 kw aur.; ant. height above average terrain —417 ft., above ground 234 ft. Estimated construction cost $295,624, first year operating cost $364,500, revenue $420,000. P.O. address 1545 Wells Ave., Reno. Studio-trans. location—Riverside Hotel, Reno. Geographic coordinates 39° 31′ 28″ N. Lat., 119° 48′ 42″ W. Long. Trans.-ant. RCA. Legal counsel Segal & Marmet. Consulting engineer Ron Oakley. Sole owner is **E.L. Cord,** who owns KFAC-AM-FM Los Angeles. Ann. July 2.

Reno, Nev.—Reno Telecasting Co., vhf ch. 4 (66-72 mc); ERP 0.264 kw vis., 0.166 kw aur.; ant. height above average terrain —243 ft., above ground 279 ft. Estimated construction cost $41,500, first year operating cost $111,000 revenue $125,000. P.O. address Box 5570, Dallas, Tex. Studio-trans. location Reno. Geographic coordinates 39° 31′ 33″ N. Lat., 119° 48′ 41″ W. Long. Trans. Electron, ant. Prodelin. Applicant is Electron Corp of Dallas, applicant for tv stations in Douglas, Ariz. and Grand Island, Neb. Ann. July 8.

Reno, Nev.—Silver State Telecasters, vhf ch. 4 (66-72 mc); ERP 6 kw vis., 3 kw aur.; ant. height above average terrain 2,904 ft., above ground 35 ft. Estimated construction cost $55,000, first year operating cost $25,000 revenue $45,000. P.O. address 1510 18th St., Sacramento, Calif. Studio location near Slide Mountain Ski Resort, Reno. Trans. location near Reno. Geographic coordinates 39° 16′ 00″ N. Lat., 119° 43′ 30″ W. Long. Trans. Sarkes Tarzian, ant. Andrew. Sole owner is **Charles E. Halstead Jr.,** electronic engineer. Ann. July 2.

Existing Tv Stations

ACTIONS BY FCC

WBMG (TV) Birmingham, Ala.—By letter, denied request for waiver of Sec. 3.607 of rules to permit temporary operation on ch. 4 in Birmingham and dismissed application. Ann. July 8.

WDMJ-TV Marquette, Mich.—Granted assignment of licenses to **North Central Bcstg. Co.**; stock transaction involves merger of assignor **Lake Superior Bcstg. Co.** (owned by **Mining Journal Co., Ltd.**) with **M & M Bcstg. Co.,** 55% of whose stock is owned by **Evening Telegram Co.,** Superior, Wis. **Frank J. Russell,** 99% owner of Mining Journal, is assignee president. Russell has interest in WLST Escanaba; WMIQ and WIRN-TV, Ironwood, and WDMJ-AM-TV Marquette all Michigan; and WROD Daytona Beach, Fla. Other officers of assignee have interest in WMAN and WMBV-TV Marinette; WEAU-AM-FM-TV Eau Claire; WJMC Rice Lake, WISC-AM-FM-TV Madison; and WHSM Hayward, all Wisconsin; and KVOL Lafayette, La. Comr. Robert Bartley dissented. Ann. July 8.

WLBT (TV) Jackson, Miss.—Granted application to move trans. from about 3.4 miles southeast of Jackson to 4 miles southeast of Raymond and 12 miles southwest of Jackson, increase ant. height from 680 to 1580 ft., change ant. system and make other equipment changes. By letter, denied that part of joint petition by **Coastal Television Co.** and **Supreme Bcstg. Inc.,** applicants for ch. 12 in New Orleans, La., to defer action on WLBT application. Comr. T.A.M. Craven absent; Comr. Frederick Ford dissented. Ann. July 8.

Translators

Frostburg Community Tv Inc., Frostburg, Md.—Granted application for new tv translator station on ch. 80 to translate programs of WMAL-TV (ch. 7), Washington, D.C. Ann. July 2.

Watonwan Tv Improvement Assn., St. James, Minn.—Granted cp for new tv translator station on ch. 72 to translate programs of KSTP-TV (ch. 5), St. Paul, conditioned that authorization shall cease to be effective and operation shall be terminated coincident with commencement of operation of duly authorized tv station on ch. 57 in Albert Lea, or at any other location involving separations from translator less than those required by Sec. 4.702 of rules. Ann. July 2.

Texhoma Tv Translators, Inc. Texhoma, Tex.—Granted cps for three new tv translator stations to serve Texhoma—one on ch. 72 to translate programs of KGNC-TV (ch. 4), Amarillo; another on ch. 76 to translate programs of KVII (TV) (ch. 7), Amarillo, and third on ch. 80 to translate KFDA-TV (ch. 10), Amarillo. Ann. July 8.

Noel Day and Darrell Pipes, Yakima, Wash.—Granted cp for new tv translator station to serve Yakima; on ch. 76 to translate programs of KGW-TV (ch. 8), Portland, Ore. Ann. July 8.

New Am Stations

ACTION BY FCC

Clarion, Pa.—County Bcstg. Co. Granted 1300 kc 500 w D. P.O. address W.C. Hearst, Box 171, Clarion. Estimated construction cost $12,715, first year operating cost $44,750, revenue $47,350. Owners are **Harriet Hearst** (36%), **Punxsutawney Bcstg. Co.** (33.33%) and others. Mrs. Hearst is president and majority stockholder of **Clarion Newspapers Inc.** Punxsutawney, which is licensee of WPME Punxsutawney, Pa., is controlled by **Sheridan W. Pruett** (51%), who also owns 51% of WACB-Kittaning, Pa. Ann. July 8.

APPLICATIONS

New Canaan, Conn.—New Canaan Bcstg. Co. 1490 kc, 250 w. P.O. address Box 391, New Canaan. Estimated construction cost $17,390, first year operating cost $35,000, revenue $45,000. Principals are **Robert R. Pauley,** 51%, and **Peter Taylor,** 37%. Mr. Pauley is ABC Radio account executive and Mr. Taylor is CBS Radio administrative assistant. Ann. July 8.

Enid, Okla.—New England Research & Development Corp. 830 kc, 250 w D. P.O. address Boston, Mass. Estimated construction cost $2,625, first year operating cost $21,500, revenue $65,000. Principals are (approximately one-third each): **Norman J. Graham, Leslie W. Travers** and **John J. DiTroia.** All are employes of WBZ-AM-FM-TV Boston. Ann. July 2.

Bolivar, Tenn.—Savannah Bcstg. Service Inc. 1050 kc, 250 w D. P.O. address Box 312, Savannah, Tenn. Estimated construction cost $12,953, first year operating cost $31,250, revenue $42,000. Principals are **Neal B. Bunn,** 48.66% and **W.L. Barry,** 50.67%. Savannah Bcstg. also owns WORM Savannah. Ann. July 6.

Existing Am Stations

ACTIONS BY FCC

WRWB Kissimmee, Fla.—Granted increase of power from 250 w to 1 kw, continuing operation on 1220 kc, D. Ann. July 8.

KEEL Shreveport, La.—Granted increase of daytime power from 10 kw to 50 kw, continuing operation on 710 kc, 5 kw-N, DA-2, U; engineering conditions. Ann. July 2.

WINE-AM-FM Kenmore, N.Y.—Granted applications to change station locations and main studios to Amherst. No change in transmitter locations. Ann. July 2.

WIAC Santurce, P.R.—Granted application to change station location designation to San Juan, P.R. Ann. July 2.

APPLICATIONS

WWIL Ft. Lauderdale, Fla.—Mod. of cp to increase nighttime power from 1 kw to 5 kw and make changes in nighttime ant. (1580 kc). Ann. July 8.

WSGC Elberton, Ga.—Cp to increase daytime power from 250 w to 1 kw; install new trans. (1400 kc). Ann. July 2.

WOCH North Vernon, Ind.—Cp to increase power from 500 w to 1 kw; install new trans. (1460 kc) Ann. July 2.

WEZJ Williamsburg, Ky.—Cp to increase power from 500 w to 1 kw. (1440 kc). Ann. July 8.

KANA Anaconda, Mont.—Cp to change frequency from 1230 kc to 580 kc, change hours from operation from unl. to daytime; increase power to 1 kw and install new trans. Ann. July 2.

WBNY, Buffalo, N.Y.—Cp to increase daytime power from 250 w to 1 kw; and install news trans. (Request waiver of Sec. 3.188[d] of rules). (1400 kc). Ann. July 2.

WVOS, Liberty, N.Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. July 2.

KMCM McMinnville, Ore.—Mod. of license to change specified hours of operation to: Mon.-Sat.: 6:30 a.m. to 6:30 p.m. except Tuesday—from Dec. 1 through March 15: 6:30 a.m. to 10 p.m. and Friday—from Sept. 1 through March 15: 6:30 a.m. to 10 p.m. (1260 kc). Ann. July 2.

WGCB Red Lion, Pa.—Cp to change frequency from 1440 kc to 820 kc; change ant.-trans. and studio location; install DA-D; and new ground system. Ann. July 2.

WMUU Greenville, S.C.—Cp to increase power from 1 kw to 5 kw and install new trans. (1260 kc). Ann. July 8.

New Fm Stations

ACTIONS BY FCC

Kansas City, Mo.—Telesound Bcstg Corp. Granted 96.5 mc, 58 kw. P.O. address 210 Nichols Rd., Kansas City 12. Estimated construction cost $40,380, first year operating cost $42,000, revenue $51,500. Principals include **John L. Humphreys** (32%), **J.C. Nichols Co.** (30%), and others. Mr. Humphreys formerly had interest in KBKC Mission, Kan. Ann. July 2.

Dallas, Tex.—E.F. Weerts. Granted 102.9 mc, 7.6 kw. P.O. address 318 Orpheum Bldg., San Diego, Calif. Estimated construction cost $18,079, first year operating cost $33,600, revenue $42,000. Mr. Weerts is permittee of fm stations in Houston and San Diego (KLRO [FM]). Ann. July 2.

Waukesha, Wis.—Waukesha Bcstg. Inc. Granted 106.1 mc, 3.3 kw. P.O. address 319 W. Main St., Waukesha. Estimated construction cost $11,500, first year operating cost $10,000, revenue $10,000. Applicant owns WAUX Waukesha. Ann. July 8.

APPLICATIONS

***West Lafayette, Ind.—Purdue U.** 99.1 mc, 35.7 kw. P.O. address West Lafayette, Ind. Estimated construction cost $28,283, first year operating cost $1,000. Purdue U. is licensee of non-commercial WBAA (AM) West Lafayette. Ann. July 2.

Allentown, Pa.—WAEB Bcstrs. Inc. 103.7 mc, 8.9 kw. P.O. address 130 Silver St., Manchester, N.H. Estimated construction cost $6,000. Applicant is licensee WAEB Allentown. Ann. July 8.

Existing Fm Stations

ACTIONS BY FCC

KMUZ (FM) Santa Barbara, Calif.—Granted mod. of cp. to change frequency from 99.9 mc to 103.3 mc; ERP from 3.1 kw to 50 kw; ant. height from 110 ft. to 3,210 ft.; trans., site and ant. system; remote control permitted. Ann. July 8.

WFMS (FM) Indianapolis, Ind.—Granted SCA to engage in functional music operation on multiplex basis. Ann. July 2.

WOMC (FM) Detroit, Mich.—Granted SCA to engage in functional music operation on multiplex basis. Ann. July 8.

WMTW-FM Mt. Washington, N.H.—Granted request for six months temporary authority to rebroadcast, on multiplex basis, to other stations within its service area play-by-play of baseball games and other sporting events originating from WKBR-FM Manchester. Ann. July 8.

WJMO-FM, Cleveland Heights, Ohio—Granted frequency change from 95.3 mc to 92.3 mc; ERP from 1 kw to 26 kw; ant. height from 250 ft. to 280 ft. Ann. July 8.

WFBC-FM Greenville, S.C.—Granted SCA to engage in functional music operation on multiplex basis. Ann. July 2.

Quality Music of America, Inc., Memphis,

Tenn.—Granted SCA to engage in functional music operation on multiplex basis. Ann. July 2.

KZUN-FM Opportunity, Wash.—Granted SCA to engage in functional music operation on multiplex basis. Ann. July 2.

Ownership Changes

ACTIONS BY FCC

KMYC-AM-FM Marysville, Calif.—Granted transfer of control from **Horace E. Thomas**, et al., to **Carlton Bcstg. Corp. (John W. Sexton**, president, is also president of **Barbton Inc.**, which has 50% interest in transferee); consideration $200,000. Ann. July 1.

KROY-AM-FM Sacramento, Calif.—Granted transfer of control from **Robert W. Dunn**, et al., to **John T. Carey Inc.**; consideration $390,000 subject to adjustments and one-year option to purchase land and trans. building for $4,000. Ann. July 8.

WSTN St. Augustine, Fla.—Granted assignment of license to **Harold William Critchlow**; consideration $66,000. Ann. July 2.

WJOB-FM Hammond, Ind.—Granted assignment of license to **Percy B. Crawford** (WMUZ-FM Detroit, Mich., and WLPH [FM] Lancaster, Pa.); consideration $119,000. Ann. July 1.

KBLR-AM-TV Goodland, Kan.—Granted (1) assignment of license of **KBLR** from **James E. Blair** to **Tri-State Radio Inc. (Leslie E. Whittemore**, president); consideration $145,000, and (2) transfer of control of KBLR-TV and auxiliaries from **Blair** to **Whittemore** and eight others for $5,000. Ann. July 1.

WEIM Fitchburg, Mass.—Granted assignment of licenses to **Radio Fitchburg Inc. (Norman Knight**, who also owns WHEB Portsmouth, WTSV-AM-FM Claremont, and WTSL Hanover, all N.H.); consideration $92,500 plus $39,000 to **Arthur A. Newcomb**, president of assignor at $150 weekly over 5-year period as consultant and not to compete. Comr. Robert Bartley abstained from voting. Ann. July 1.

KCSR Chadron, Neb.—Granted assignment of license to **Community Service Radio Co. (E.F. Huse Jr.**, president, has interest in WJAG Norfolk, Neb.); consideration $60,000 which includes $20,000 for agreement by **William H. Finch**, president of assignor, not to compete in area for 5 years. Ann. July 1.

KGSR Santa Rosa, N.M.—Granted assignment of cp to **Jim H. Speck**; consideration $2,194. Ann. July 8.

WSRW Hillsboro, Ohio—Granted assignment of license from **David C. Winslow** to **Tom Archibald** and **Mack Sauer**; consideration $40,000. Ann. July 8.

KWPR Claremore, Okla. — Granted renewal and assignment of license from **Robert I. Hartley** to **James Robert Brewer, Alvis Wayne Rowley** and **Levi E. Taliaferro**, d/b as **BRT Bcstg. Co.**; consideration $77,500. Ann. July 1

KQIK Lakeview, Ore.—Granted acquisition of positive control by **A.E.** and **Pauline Freeman** through purchase of remaining 50% interest from **Lynn C.** and **Nadine Thomas** for $500. Ann. July 1.

WLEU Erie, Pa.—Granted assignment of license to **Thomas R. Bromeley**, et al., d/b as **Radio Station WESB** (WESB Bradford); consideration $142,500. Ann. July 1.

WEEP Pittsburg, Pa.—Granted assignment of license to **Golden Triangle Bcstg. Inc.**; consideration $319,000. **Myron Jones**, president and majority stockholder in assignee, has interest in WJET Erie, and WTIV Titusville, both Penna.; and owns WHOT Youngstown, Ohio. Ann July 8.

KBBB Borger, Tex.—Granted renewal and assignment of license to **Robert M.** and **Dixie D. Watson**; consideration $70,000. Ann. July 8.

KTFS Texarkana, Tex.—Granted assignment of license to **Aircrest Radio Stations, Inc. (William R. McDaniel**, president, is half owner of WHLP Centerville, Tenn.); consideration $67,500 and agreement by **Robert S. Bielch**, president of assignor, not to compete in Texarkana area for 3 years. Ann. July 1.

WGEZ Beloit, Wis.—Granted assignment of license from **Sidney H. Bliss** to **Angus D. Pfaff** (WNMP Evanston, Ill., and interest in WTLE [TV] Evanston); consideration $85,000. Ann. July 1.

WSNO Barre, Vt.—Granted assignment of cp to **James T. Kirwan** and **Donald Laufer**, consideration $9,000 plus agreement not to compete in radio business within 30 miles of Barre for five years. Ann. July 8.

WYSR Franklin, Va.—Granted assignment of license to **Franklin Bcstg. Corp. (Thomas F. Clark)**; consideration $80,000. Ann. July 8.

WHBG Harrisonburg, Va.—Granted transfer of negative control from **Jeffrey A.** and **Leah G. Abel** to **William Wallace Greer Jr.**; consideration $5,000 plus $17,500 for promissory notes held by licensee. Ann. July 8.

APPLICATIONS

WDNG Anniston, Ala.—Seeks assignment of license from **Southland Bcstg. Co. of Montgomery, Alabama** to **Potts Bcstg. Inc.** for approximately $84,000. Purchaser is **Thomas S. Potts** (99%), former salesman at WNEX Macon, Ga. Ann. July 8.

KBLO Hot Springs, Ark—Seeks assignment of license from **Hot Springs Bcstg. Inc.** to **Modern Bcstg. Inc.** for $48,000. Principal purchasers are **Lewis Cellio, W.J. Miller, Harold Morris** and **Stanley Morris** (22.72% each). Messrs. Cellio and Miller are physicians. Harold Morris is real estate salesman and Stanley Morris is employee WTVN (TV) Columbus, Ohio. Ann. July 8.

KTPA Prescott, Ark.—Seeks assignment of cp from **D.R. James Jr.** to **E.W. Cochran** for $1,250. Mr. Cochran owns KCCB Corning and has 50% interest in KCCL Paris, both Arkansas. Ann. July 2.

KXO El Centro, Calif.—Seeks assignment of license from **Valradio Inc.** to **Feldman Enterprises Inc.** for $239,400. Principal purchaser is **Leonard Feldman**, 99.33%. Mr. Feldman is Chicago auto dealer. Ann. July 8.

KBIF Fresno, Calif.—Seeks transfer of control of **KBIF Inc.** from **David T. Harris** to **Ethan Bernstein** for $38,000. Each presently owns 25½%. After transfer, Mr. Bernstein will own 51%. Ann. July 8.

KRNO San Bernardino, Calif.—Seeks assignment of license from **Western Empire Bcstrs. Inc.** to **KRNO Inc.** for $240,000. Purchasers include **George W. Bolling**, 47½%; **Jack C. Vaughn**, 23¾% and **Cecil L. Trigg**, 23¾%. Mr. Bolling owns radio-tv station rep firm. Messrs. Vaughn and Trigg have interests in KOSA-AM-TV Odessa and KVII (TV) Amarillo, both Texas. Ann. July 2.

KSDO San Diego, Calif.—Seeks assignment of license from **San Diego Bcstg. Co.** to **Gordon Bcstg. of San Diego Inc.** for $500,000. Purchaser is **Sherwood R. Gordon**, who owns WSAI-AM-FM Cincinnati, KBUZ-AM-FM Mesa, KCUB Tucson, both Arizona, and WILD Birmingham, Ala. Ann. July 7.

KDB Santa Barbara, Calif.—Seeks assignment of license from **KDB Bcstg. Co. (James W. Harford, Lucie Menard** and **Rube Goldwater)** to **KDB Bcstg. Co. (Lucie Menard** and **Rube Goldberg)** for $18,000 for one-third interest. Ann. July 6.

KAVI Rocky Ford, Colo.—Seeks assignment of license from **Centennial Radio Corp.** to **Patrick & Rutledge Bcstg. Co.** for $40,000. Purchasers are **Edward J. Patrick** and **Charles C. Rutledge** (50% each). Mr. Patrick is sales manager KWBY Colorado Springs, Ann. July 8.

WKNB, WNBC-TV New Britain, Conn.—Seeks transfer of control of **New Britain Bcstg. Co.** from **National Bcstg. Co. Inc.** to **Connecticut Television Inc.** and assignment of license and cp from New Britain Bcstg. Co. to Connecticut Television Inc. Consideration: approximately $1.044 million. Connecticut Television is owned by **Plains Television Corp.** (66.7%) and **Springfield Television Bcstg. Corp.** (33.3%). Plains Tv is licensee of WICS (TV) Springfield, WCHU (TV) Champaign, both Illinois; **H & E Balaban Corp.** owns 50% of Plains Tv and has interests in WTVO (TV) Rockford, Ill., WBMG (TV) Birmingham, Ala., WMCN-TV Grand Rapids, Mich., WIL St. Louis, KBOX Dallas and WRIT Milwaukee. Springfield Tv Corp. is licensee of WWLP (TV) Springfield, Mass., WRLP Greenfield and WWOR-TV Worcester, all Massachusetts, and owns three New England tv translator stations. Ann. July 8.

WEZY Cocoa, Fla.—Seeks assignment of license from **Irving Braun** to **WEZY Inc.** owned by Mr. Braun (94%); **Jay Schoof** (5%) and **Virginia Braun** (1%). Total consideration for 6% interest: $3,000.

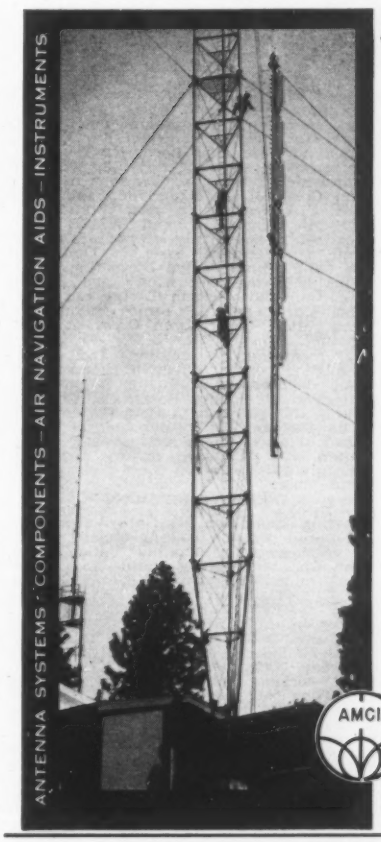
WCLA Claxton, Ga.—Seeks assignment of cp from **Evans County Bcstg. Co.** to **Evans County Bcstg. Inc.** owned by **Howard C. Gilreath.** No change in ownership or consideration involved. Ann. July 7.

WAMV East St. Louis, Ill.—Seeks assignment of license from **Radio Missouri Corp.** to **Hess-Hawkins Co.** for $300,000. Purchaser is **H.M. Storms Co. (Louis Strick**, president, 56.25%; **Rosalind H. Strick**, 25% and others). Ann. July 8.

WJOB-AM-FM Hammond, Ind. — Seeks transfer of control of **South Shore Bcstg. Corp.** from **Edward D. Oskierko** (9.48%) to **Robert C. Adair** (47.4%) for $16,000. After transfer, Mr. Adair will own 55.1%. Ann. July 6.

KASI Ames, Iowa—Seeks assignment of license from **Story County Bcstg. Co. (William Evans)** to **Story County Bcstg. Co. (William B.** and **Sue F. Ray**, 50% each), for $100,000. Mr. Ray is manager NBC Central Div. news and special events. Ann. July 2.

KWDM Des Moines, Iowa—Seeks assignment of license from **Des Moines Bcstg. Corp.** to **General Bcstg. Services of Iowa Inc.** for $200,000. Purchasers are **Richard L. Fjellman**, 24%; **James W. Ramsburg**, 24%; and **James Binger**, 52%. **Mr. Fjellman** is brand manager of **Pillsbury Co.** Mr. Rams-



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burg is production director of WDGY Minneapolis. Mr. Binger is vp of Minneapolis-Honeywell. Ann. July 2.

WSTL Eminence, Ky.—Seeks assignment of license from **J.W. Dunavent** to **Victor M. Bellamy** for $70,000. Mr. Bellamy has interest in WHBN Harrodsburg, Ky. Ann. July 8.

KCLP Rayville, La.—Seeks assignment of license from **Richland Bcstg. Co. (Charles L. Planchard** and **H.E. Ratcliff)** to **KCIL Inc.** for $32,000. Purchaser is **Denver T. Brannen**, who owns KCIL Houma, La., WCOA Pensacola, WDLP Panama City, both Florida. Ann. July 8.

WKHM Jackson, Mich.—Seeks transfer of control of **Jackson Bcstg & Television Corp.** from **Harvey R. Hansen** and **William H. McCoy** to **Frederick A. Knorr** for $150,000. Each presently owns one-third interests. Mr. McCoy's stock is being retired by treasury. Mr. Knorr has interests in WKMH-AM-FM Dearborn, WKMF Flint, WSAM-AM-FM Saginaw, WELL Battle Creek, all Michigan. Ann. July 2.

WBLE Batesville, Miss.—Seeks assignment of license from **Panola Bcstg. Co. (Harold B. McCauley, Robert H. Collins** and **Harriet K. Hartness)** to **Panola Bcstg. Co.** (Mr. McCauley). Mr. Collins and Mrs. Hartness presently own one-sixth and one-third interests respectively. Consideration for 50% of station: $13,500. Ann. July 2.

KUSN St. Joseph, Mo.—Seeks transfer of control of **KUSN Corp.** from **Charles H. Norman**, present 60% owner, to **Midland Bcstrs. Inc.** for $20,000. Midland is owned jointly by **Frederick P.** and **Jeanne P. Reynolds** (96.875%). Mr. Reynolds is commercial manager of KUSN. Ann. July 6.

KBMY Billings, Mont.—Seeks assignment of license of **Billings Bcstg. Co.** from **Horace S. Davis, Elizabeth H. Brown** (beneficiary of **Rockwood Brown,** deceased). **Rockwood Brown Jr.** (individually and as administrator of estate of **Rockwood Brown**), **Keith Brown, Neal H. Brown, Barbara B. Bixby, Charles B. Sande, Ben H. Forbes, Weymouth D. Symmes, Kenneth Nybo** and **A.L. LaBar** to **Elizabeth H. Brown,** 25%; **Kenneth Nybo,** 42½%; **Charles B. Sande,** 5%; **Ben N. Forbes,** 5%; **Weymouth D. Symmes,** 5%; **A.L. LaBar,** 5%; and **Rockwood Brown Jr., Keith Brown, Neal H. Brown** and **Barbara B. Bixby,** each 3⅛%. Assignment consists of sales of 37½% by Horace S. Davis to Kenneth Nybo. present 5% owner for $45,375. Mr. Nybo is manager of KBMY. Ann. July 8.

WGNI-AM-TV Wilmington, N.C.—Seeks transfer of control of **New Hanover Bcstg. Inc.** from **Fred L. Hart** (7.9%) to **Julius S. Brody** (49.34%) for $10,000. Mr. Hart's stock is being purchased by licensee and retired to treasury. After transfer, Mr. Brody will own 53.57% of licensee. Ann. July 8.

KPRB Redmond, Ore.—Seeks assignment of license from **Orlo M.** and **Thelma Bagley,** d/b as **Radio Station KPRB** to **Donald S.** and **Rita M. Anderson** (50% each) for $26,000. Mr. Anderson is employe KQIK Lakeview, Ore. Ann. July 7.

WHHM Memphis, Tenn.—Seeks assignment of license from **Cy Blumenthal** to **Thomas W. Shipp** for $200,000. Mr. Shipp is Memphis beer distributor. Ann. July 8.

WKDA Nashville, Tenn.—Seeks assignment of license from **Capital Bcstg. Co. (John W. Kluge** and others) to **WKDA Bcstg. Inc.** for $450,000. Purchasers are **Townsend Corp. of America,** 85%; **Charles E. (Pat) Boone,** 10%; and **Timothy A. Barrow,** 5% Townsend Corp. is investment firm. Singer Boone is majority owner of **Cooga Mooga Inc.,** tv production firm. Mr. Barrow is trust administrator, Bank of Douglas, Phoenix, Ariz. Ann. July 8.

KNOK Fort Worth, Tex.—Seeks assignment of license from **Associated Bcstrs. Inc. (John W. Klauge** and others) to **KNOK Bcstg. Inc.** for $430,000. Purchasers are **Townsend Corp. of America,** 85%; **Charles E. (Pat) Boone,** 10%; and **Cinda Ann Barrow Weaver,** 5%. For Townsend & Boone interests see above. Mrs. Weaver is housewife. Ann. July 7.

WHAP Hopewell, Va.—Seeks transfer of control from **Hopewell Bcstg. Inc.** to parent corporation **Southern Virginia Bcstg. Corp.** No change in ownership or consideration involved. Southern Virginia Bcstg. also owns **WSVS-AM-FM** Crewe, Va. Ann. July 2.

WAPL Appleton, Wis.—Seeks transfer of control of **WAPL Radio Inc.** from **L.H. Chudacoff, Karl P. Baldwin** and **R.P. Beelen,** who presently own 60% of station to **Connie Forster,** present 40% owner, for $34,500. Ann. July 2.

Hearing Cases

FINAL DECISIONS

By report, Commission held that, on basis of data now available, there is no warrant for inaugurating rulemaking looking toward extended hours for daytime-only am stations on general or universal basis and, accordingly, concluded its inquiry into advisability of authorizing such stations to operate from 6 a.m. or local sunrise (whichever is earlier) to 6 p.m. or local sunset (whichever is later) instead of present sunrise-to-sunset requirement. Inquiry was instituted on Jan. 12.

The Commission concludes: Upon careful review of comments which have been filed, and review of our decision in Docket No. 12274, we conclude that losses of standard broadcast radio service, both ground-wave and skywave in various areas affected, which would result from extension of hours of operation of stations licensed for daytime operation must be determinative herein. We are unable to find expression of any local need which is impossible of substantial fulfillment under existing rules for station licensing and which is so great or so pressing as to warrant widespread disruption of existing radio service now enjoyed thereunder and relied upon daily by millions of citizens. Particularly, would it be undesirable and unwarranted to permit such disruption in those instances where result as shown by data would simply be taking of regular service from rural farm areas and from small urban communities, which need radio vitally, and giving more stations—serving less area—to city and principal urban areas which are already relatively well supplied not only with standard broadcast radio programs but with other facilities for relaxation, intellectual stimulus, information and recreation. Moreover, this conclusion is strongly reinforced by a comparison of 1,761,622 persons in 357 communities, now receiving only skywave service, who would gain in lieu thereof a local groundwave service, with the 25,630,000 persons in 1,727,000 square miles, now receiving skywave service, who would lose entirely standard broadcast radio service now available to them.

Proceeding also involved an alternative request by Daytime Broadcasters Association for such two-year interim and experimental operation.

This action is pursuant to staff instructions announced July 2.

Previous petition by Daytime Broadcasters Association to allow daytime stations to broadcast from 5 a.m. to 7 p.m. was denied on Sept. 15, 1958. Ann. July 8.

By decision, Commission denied application to Greenwich Bcstg. Corp. for new am station to operate on 1490 gc, 250 w, U. in Greenwich, Conn. Comr. Lee dissented, with statement; Comrs. Ford and Cross not participating. Dec. 19, 1957, initial decision looked toward this action. Ann. July 1.

By decision, Commission affirmed its June 4, 1958, grant of cp to South Bay Bcstg. Co. for new class A fm station (KAPP) at Redondo Beach, Calif.; withdrew stay of July 30, 1958, and denied protests by Coast Radio Bcstg Corp. (KPOL-FM) and CBS Radio (KNX-FM), Los Angeles. This is pursuant to staff instructions announced June 3. Ann. July 8.

By memorandum opinion and order, Commission denied petition by Jackson Bcstg. and Television Corp. for rehearing and reconsideration of Sept. 3, 1958 decision which granted applications of Television Corp. of Michigan Inc., and State Board of Agriculture for new tv stations—WILX-TV commercial and WMSB (TV) educational, respectively—to operate on ch. 10 on a share-time basis in Onondago, Mich., and which denied competing applications of Triad Television Corp., Booth Bcstg. Co., and Jackson Bcstg. and Television Corp. seeking same channel in Parma, Mich. Comr. John Cross not participating. Ann. July 8.

By memorandum opinion and order, Commission made effective immediately initial decision of January 26 granting application of County Bcstg. Co. for new daytime am station at Clarion, Pa., to operate on 1300 kc, but with power of 500 w instead of 1 kw originally requested. Modification was petitioned for by applicant. Ann. July 8.

INITIAL DECISIONS

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Yakima Valley Television Co., for new tv station to operate on ch. 23 in Yakima, Wash. Ann. July 8.

Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Malrite Bcstg. Co. for new am station to operate on 1600 kc, 500 w, DA, D, in Tiffin, Ohio; Ann. July 2.

Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Paradise Bcstrs for new am station to operate on 930 kc, 500 w, D, in Paradise, Calif.; conditions. Ann. July 2.

Hearing Examiner Millard F. French issued initial decision looking toward granting application of Riverside Church in City of New York for new class B fm station to operate on 106.7 mc in New York, N.Y., and denying competing application of Huntington-Montauk Bcstg. Inc., for same facility in Huntington, Long Island, N.Y. Ann. July 2.

STAFF INSTRUCTIONS

Commission on July 1 directed preparation of document looking toward remanding proceeding to Hearing Examiner for further hearing on application of Northside Bcstg. Co. for new am station to operate on 1450 kc, 250 w, in Jeffersonville, Ind. Initial decision of July 23, 1958, looking toward granting Northside application and denying then competing application of Southeastern Indiana Bcstrs., Inc., since dismissed.

Commission on July 1 directed preparation of document looking toward granting protest by Springfield Television Bcstg. Corp. (WWLP, ch. 22), Springfield, Mass., and revoking Oct. 30, 1957 grant to Triangle Publications Inc., for mod. of cp of station WNHC-TV (ch. 8), New Haven, Conn., to change trans., location and increase ant. height from 720 ft. to 770 ft. July 2, 1958 initial decision looked toward denying protest.

Commission on July 1 directed preparation of document looking toward terminating inquiry in Docket 12729 without inaugurating rulemaking to extend hours of operation for daytime-only am broadcast stations, and denying alternative request of Daytime Broadcasters Assn., for two-year experimental operation of such stations from 6 a.m. or local sunrise (whichever is earlier) to 6 p.m. or local sunset (whichever is later).

Commission directed preparation of document looking toward denying petition by Plains Television Corp. (WICS ch. 20, Springfield, Ill.) for rulemaking to substitute tv ch. 5 at Mitchell, S.D., and assign tv ch. 5 to Sioux Falls, S.D. Comr. Robert Bartley abstained from voting. Ann. July 8.

OTHER ACTIONS

By separate memorandum opinions and orders, Commission took following actions on interlocutory pleadings in proceeding on applications of **Publix Television Corp., South Florida Amusement Inc.,** both Perrine, Fla., and **Coral Television Corp.,** South Miami, for new tv stations to operate on ch. 6.

(1) Denied motion by South Florida to dismiss Coral application; ordered Charles L. Clements by July 16 to divest himself of his interest either in Sunbeam Television Corp. (an applicant in Miami ch. 7 tv comparative proceeding) or his interest in Coral.

(2) Denied petition for review by Coral and affirmed Chief Hearing Examiner's March 19 ruling denying acceptance of Coral's motion to strike an appendix to a pleading and supplementary pleading. Comr. Robert E. Lee concurred in part with statement; Comr. T.A.M. Craven dissented.

(3) Granted petitions by Publix and South Florida to extent of enlarging issues with respect to financial and technical qualifications of Coral; and noted that Gerico Investment Co. (WITV), Miami, is no longer applicant because of failure to meet provisions of original hearing order. Comr. John S. Cross dissented in part.

(4) Granted petitions by Coral and South Florida to extent of adding legal and financial qualification issues and other determinations with respect to Publix.

(5) Denied alternative motions by Coral to dismiss Publix application or enlarge issues.

(6) Granted petition by Coral to add financial issues as to South Florida. Comrs. Craven and Cross dissented.

(7) Denied petition by Coral for clarification or enlargement of issues; on Commission's own motion, added comparative engineering issue. Ann. July 2.

By memorandum opinion and order, on remand of U.S. Court of Appeals, Commission ordered collateral evidentiary hearing to be held in connection with Springfield, Ill., tv deintermixture rulemaking proceedings to determine (1) nature and source of any *ex parte* presentations and other approaches that may have been made to any Commissioner in connection with those proceedings; and (2) whether or not (a) any Commissioner who participated in proceedings should have disqualified himself from voting in matter (b) if proceedings were void or are voidable; (c) if any factors exist, in circumstances of instant proceeding, that would require that any Commissioner disqualify himself from participating in further proceedings in this matter; (d) if any party to proceedings should be found to have been disqualified to receive grant of permit for any tv channel allocated as result of said proceedings; and whether, if not so disqualified, its conduct has been such as to reflect adversely upon it from comparative standpoint in any licensing proceeding which may be held upon applications for aforesaid tv channels.

Evidentiary hearing will be held before

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through July 8

	ON AIR Lic.	Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,328	53	120	696
FM	578	46	148	83
TV	466[1]	54	102	122

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through July 8

	VHF	UHF	TOTAL
Commercial	441	79	520[3]
Non-commercial	33	10	43[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through May 31, 1959

	AM	FM	TV
Licensed (all on air)	3,324	571	458[1]
CPs on air (new stations)	42	41	62[2]
CPs not on the air (new stations)	118	147	102
Total authorized stations	3,484	759	668
Applications for new stations (not in hearing)	526	53	46
Applications for new stations (in hearing)	155	21	68
Total applications for new stations	681	74	114
Applications for major changes (not in hearing)	627	33	32
Applications for major changes (in hearing)	51	0	18
Total applications for major changes	678	33	50
Licenses deleted	0	0	0
CPs deleted	2	1	0

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

specially appointed hearing examiner to be designated by Commission, at time and place to be specified in subsequent order.

Examiner will make findings and conclusions and submit his recommended decision to Commission, which will be subject to exceptions filed by parties and oral argument thereon if required. Thereafter Commission will issue its decision and determine what further action is warranted.

It was additionally ordered that, pending Commission further order, Signal Hill Telecasting Corp. may continue to operate KTVI (TV) on ch. 2 at St. Louis.

(Commission report and order, released March 1, 1957, deleted tv ch. 2 from Springfield, Ill., to make Springfield all-uhf, added ch. 2 to St. Louis, Mo., and Terre Haute, Ind., and moved ch. 36 from St. Louis to Springfield. Sangamon Valley Television Corp., applicant for ch. 2 in Springfield, appealed. On May 1, 1958, Court of Appeals affirmed Commission's decision. However, upon further appeal, the case was remanded to Court of Appeals which, in turn, on May 8, 1959, remanded it to Commission.)

By memorandum opinion and order, Commission denied remainder of petition by Regional Bcstg. Co., Halfway, Md., to enlarge issues in the am proceeding involving applications by Regional and Four States Bcstg. Co., Halfway, Md.; Dover Bcstg. Co. (WDOV), Dover, Del., and George Fishman, Brunswick, Md. Ann. July 8.

By order, Commission dismissed various pleadings in proceeding involving application by Naugatuck Valley Service Inc., for new am station to operate on 860 kc, 250 w, DA-D, at Naugatuck, Conn. They were rendered moot by June 3 dismissal of conflicting application by WSBS Great Barrington, Mass., to increase power. Ann. July 8.

By separate memorandum opinions and orders, Commission (1) denied petition by Jose R. Madrazo, applicant for new am station on 860 kc at Guaynabo, P.R., to dismiss application of Continental Bcstg. Corp. to change operation of WHOA at San Juan from 1400 to 870 kc; and (2) granted further petition by Madrazo to extent of enlarging issues to include determination of Continental's financial qualifications. Ann July 8.

By memorandum opinion and order, denied petition by American Bcstg.-Paramount Theatres Inc. (WABC), New York, to Motions Commissioner's Orders, released March 26, 1959, accepting amendment by Albuquerque Bcstg. Co. (KOB), Albuquerque, N.M., to latter's application for modification of cp. Comr. T.A.M. Craven not participating. Ann. July 8.

By memorandum opinion and order, Commission denied joint appeal by Community Telecasting Corp. Tele-Views News Inc., Moline Television Corp. and Illiway Television Inc., from Jan. 28, 1959 ruling by Hearing Examiner permitting Midland Bcstg. Co. to introduce certain exhibits in proceeding involving competing applications for new tv stations to operate on ch. 8 at Moline, Ill. Ann. July 8.

By memorandum opinion and order, Commission granted petition of Broadcaster's Inc., KATR (formerly KWBU), Corpus Christi, Tex., and dismissed show cause order of March 21, 1956 in KOB Albuquerque, N.M., proceeding with respect to possible change of KWBU frequency, since rendered moot. Comr. T.A.M. Craven not participating. Ann. July 8.

By memorandum opinion and order, Commission retained in hearing status application of Radio Missouri Corp. to increase daytime power of WAMV East St. Louis, Ill., from 250 w to 1 kw, continuing operation on 1490 kc with 250 w-N, and deleted last paragraph of Dec. 8 order which designated application for consolidated hearing with application of Tri-County Bcstg. Co. for new am station to operate on 1480 kc, 500 w, DA-D, in Jerseyville, Ill. (since granted) which stated that, in event of favorable action on WAMV application, final action thereon would be withheld pending necessary coordination with other North American countries. Ann. July 1.

By memorandum opinion and order, Commission denied petition by Eastern Bcstg. Inc. (WDRF), Chester, Pa., and Broadcasters Inc., South Plainfield, N.J., for review of Examiner's ruling accepting amendment to application of Tri-County Bcstg. Corp., Plainfield, to substitute lease-purchase agreements concerning its trans. site. These three applications are in consolidated hearing in am proceeding involving 1590 kc. Ann. July 1.

By memorandum opinion and order, Commission denied petition by Young People's Church of the Air Inc., to deny or dismiss competing application of WJMJ Bcstg. Corp. for new class B fm station to operate on 104.5 mc in Philadelphia, Pa. May 27 initial decision looked toward granting Young People's application and denying WJMJ. Ann. July 1.

By memorandum opinion and order, Commission denied motion by Camden Bcstg. Inc., to enlarge issues in consolidated proceeding on its application and those of Golden Gate Corp. and Radio Rhode Island Inc., for new am stations in Providence, R.I., and Bristol County Bcstg. Co., Warren, R.I., all seeking 990 kc. Ann. July 1.

By separate memorandum opinion and order in above proceeding, the Commission

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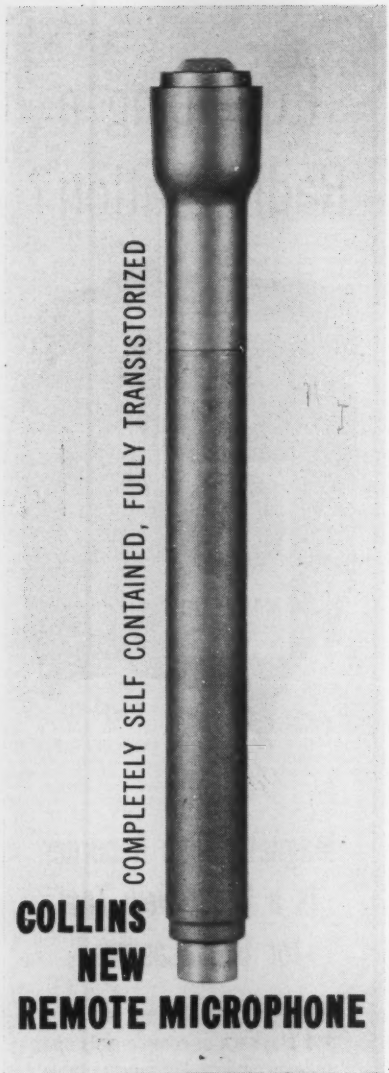

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granted petition by Camden for reversal of Examiner's ruling denying that company leave to amend its application by submitting new directional antenna design; accepted amendment. Ann. July 1.

By order, Commission, on petition by Ben S. McGlashan (KGHJ), Los Angeles, Calif., dismissed latter's petition to remove from hearing and place in pending file applicaton of Intrastate Broadcasters for new am station to operate on 1220 kc, 250 w, DA-D, in Pomona, Calif. Ann. July 1.

By memorandum opinion and order, Commission denied petition by Donald W. Huff for review of Examiner's ruling denying Huff leave to amend his application to specify different trans. site and change financial proposal to reflect increased cost of new site, which is in consolidated hearing with application of Equitable Publishing Co., both seekng new am stations to operate on 1440 kc, 500 w, DA, D in Lansdale, Pa.; denied petition by Equitable for further enlargement of issues; and granted petition by Broadcast Bureau to add issue to determine whether Huff is technically qualified to construct and operate proposed station with particular reference to whether ant. site specified in his application is adequate. Ann. July 1.

By memorandum opinion and order in proceeding on applications of Albuquerque Bcstg. Co. (KOB), Albuquerque, N.M. Commission (1) denied motion by American Bcstg.-Paramount Theatres Inc. (WABC), New York City, for stay or extension of filing date of its renewal application, and (2) on Commission's own motion, amended so much of ordering clause of Sept. 18, 1958 decision directing American to file application for renewal of license of WABC (expiring June 1, 1960) not later than July 1, 1959, to direct filing of such renewal application not later than 30 days after release of Commission's final disposition of petition for rehearing filed by American on Oct. 6, 1958. Comr. T.A.M. Craven not participating. Ann. July 1.

Commission denied request by Montana Microwave for stay of that part of June 24 order which postponed, as of 10 days hence, effective date of Jan. 30, 1958 grant of cps for extension of Montana Microwave's communication system from Missoula to Helena, Mont., pending oral argument. Commission noted that 10 day period was governed by release date of order (June 30). Ann. July 1.

By memorandum opinion and order, Commission denied petitions of Clear Channel Bcstg. Service, Pacific Coast Bcstg. Co. (KXLA Pasadena, Calif.) and National Bcstg. Co., Inc., for reconsideration of March 11, 1954, report and order which deleted am engineering provisions that intensity of skywave broadcast signals could be computed on the basis of prescribed individual measurements. Ann. July 2.

WPGC Morningside, Md.—Designated for hearing application to change station location to Washington, D.C. (Operates on 1580 kc, 10 kw, DA-D). Comrs. John Doerfer, Robert E. Lee and T.A.M. Craven voted to grant. Ann. July 8.

KVFC Cortez, Colo.—Designated for hearing application to change operation on 740 kc from 1 kw, D, to 250 w-N, 1 kw-LS, DA-N. Comr. John Cross dissented. Ann. July 8.

WJWS South Hill, Va. WHEE Martinsville, Va.—Designated for consolidated hearing applications, each to change operation on 1370 kc from 1 kw, D, to 5 kw, D. Ann. July 2.

WDCL Tarpon Springs, Fla.—Designated for hearing application for mod. of license to change station designation to Tarpon Springs-Clearwater. Ann. July 2.

Routine Roundup

By letter, Commission denied petition by RKO Teleradio Pictures Inc., for reconsideration of June 3 denial of earlier petition for waiver of Sec. 3.30 of rules insofar as it requires majority of programs of station WGMS to be originated in Bethesda, Md., which city it is primarily licensed to serve. Chmn. John Doerfer and Comrs. Rosel Hyde and T.A.M. Craven dissented. Ann. July 2.

By memorandum opinion and order, Commission dismissed petition by Sheldon F. Sackett (newspaper publisher and major stockholder in KOOS-AM-TV Coos Bay, Ore., and KVAN-TV Vancouver, Wash.) directed against Commission's May 6 grant for assignment of license of KLX (now KEWB), Oakland, Calif., from the Tribune Building Co. to KEWB Bcstg. Corp. Comr. Robert Bartley abstained from voting. Ann. July 1.

BROADCAST ACTIONS

By Broadcast Bureau
Actions of July 2

WJOB-AM-FM Hammond, Ind.—Granted acquisition of positive control by **Robert C. Adair** through purchase of stock from **Edward D. Oskierko.**

WPGC-FM Oakland, Md.—Granted license covering mounting of fm ant. on north tower of WPGC and changes in ant. system; ERP 15.7 kw.

WBAZ Kingston, N.Y.—Granted mod. of cp to change ant.-trans. and studio locations; remote control permitted.

KTLE (TV) Pocatello, Idaho—Granted mod. of cp to make changes in ant. system and change ant. height to 990 ft.

WNED-TV Buffalo, N.Y.—Granted mod. of cp to change ERP to vis. 151 kw, aur. 81.3 kw; change trans. and studio locations, and make changes in ant. system and other equipment; ant. 350 ft.

KSDA Redding, Calif.—Granted extension of authority to remain silent for period ending Sept. 1.

WBAZ Kingston, N.Y.—Granted extension of completion date to Oct. 5.

Actions of July 1

WAVE Louisville, Ky.—Granted mod. of license to change main studio and remote control point for main trans. using DA-1.

KNDI Honolulu, Hawaii—Granted extension of completion date to Dec. 1.

Actions of June 30

WROK AM-FM Rockford, Ill.—Granted transfer of control from **Ken Mar Co.** (majority stockholder of **Winnebago Newspapers Inc.**, now **Rockford Newspapers Inc.**) to **E. Kenneth Todd**, voting trustee.

WBTL Farmville, N.C.—Granted mod. of cp to make changes in ant. system.

WRXO-AM-FM Roxboro, N.C. — Remote control permitted.

WEEB Southern Pines, N.C.—Granted authority to sign-off at 7 p.m. during the month of July.

Actions of June 29

KEVE Minneapolis, Minn.—Granted acquisition of positive control by **James A. McKenna Jr.**, through purchase of stock from **Robert M. Purcell.**

WRVM Rochester, N.Y.—Granted assignment of license to **State Bcstg Inc.**

WMOD Moundsville, W.Va.—Granted relinquishment of positive control by **John T. Taylor** through sale of stock to **Guy McDowell**, et al.

KRE-FM Berkeley, Calif.—Granted cp to increase ERP to 19.5 kw, decrease ant. height to —32 ft., and install new ant.; conditions.

WPTX Lexington Park, Md.—Remote control permitted.

Actions On Motions

By Commissioner T.A.M. Craven

Granted petition by Circle Corporation (WKLZ), Kalamazoo, Mich., for extension of time to July 6 to file exceptions to initial decision issued in proceeding on its am application, et al. Action July 2.

Granted petition by Broadcast Bureau for extension of time to July 7 to file responsive pleadings to petition by Wayne M. Nelson for reconsideration or rehearing in proceeding on his application and that of Fred H. Whitley for am facilities in Concord and Dallas, both North Carolina. Action July 1.

By Chief Hearing Examiner James D. Cunningham

Scheduled for hearing following a.m. proceedings on dates shown: *Sept. 21:* Booth Bcstg. Co. (WSGW), Saginaw, Mich. Dodge City Bcstg. Inc., Liberal, Kans. *Sept. 23:* Gulf Coast Bcstrs., Moss Point, and Tri-County Bcstrs. Inc., Lucedale, both Mississippi. Robert L. Lippert, Fresno, Mid-America Bcstrs, Inc. (KOBY), San Francisco, both California. *Sept. 24:* Mount Lassen Radio and Television Bcstg. Co. Red Bluff, Calif. Action July 1.

Granted petition by Tempe Bcstg. Co., for dismissal without prejudice of its application for new am station in Tempe, Ariz., and retained in hearing status remaining applications in consolidation. Action June 29.

By Hearing Examiner J.B. Bond

Granted petition by Broadcast Bureau for extension of time from June 30 to July 21 to file replies to petition by E. Anthony & Sons Inc., for leave to amend its application for new tv station to operate on ch. 6 in New Bedford, Mass. Action July 2.

By Hearing Examiner J. D. Bond

Continued to date to be fixed by subsequent order hearing now scheduled for July 20 in proceeding on am application of Northeast Radio Inc. (WCAP), Lowell, Mass. Action June 29.

By Hearing Examiner Basil P. Cooper

Pursuant to agreements reached at June 24 and July 2 prehearing conferences, continued evidentiary hearing scheduled for July 27 to date to be announced following further prehearing conference to be held on Oct. 30 in proceeding on application of Pine Tree Telecasting Corp. (WPTT), Augusta, Me. Action July 2.

By Hearing Examiner Charles J. Frederick

Upon decision reached at prehearing con-

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ference June 30, rescheduled hearing now scheduled for July 28 to commence on September 28 in proceeding on applications of Madison County Bcstrs., Tri-Cities Bcstg., Co., and East Side Bcstg. Co., for new am stations in Granite City, Ill. Action June 30.

Upon informal advice of counsel for Kenneth G. Prather and Misha S. Prather that their application for new am station in Boulder, Colo., will be amended so as to remove case from hearing status, postponed indefinitely hearing scheduled for July 1. Action June 29.

By Hearing Examiner Millard F. French

Upon oral request of counsel for South County Bcstg. Co., and with consent of all other interested parties, continued date for exchange of engineering exhibits from June 30 to July 10 in proceeding on its application for new am station in Wickford, R.I. Action June 30.

By Hearing Examiner Isadore A. Honig

Issued order following further prehearing conference in proceeding on applications of Richard L. DeHart for new am station in Mountlake Terrace, Wash., et al., and continued hearing from July 7 to July 27 (action July 2); granted motion by John W. Davis (KPDQ), Portland, Ore., and designated July 20 as date for exchange of non-engineering exhibits by Davis. Action July 6.

Issued memorandum of ruling formalizing announcement of ruling at July 1 conference denying oral motions by respondent Albany Radio Corp. (KWIL), Albany, Ore., and Broadcast Bureau, each requesting that application of John W. Davis (KPDQ), Portland, Ore., be removed from hearing and returned to processing line in proceeding on the latter's am application, et al. Action July 2.

On own motion, scheduled prehearing conference for July 14 in proceeding on application of Sherrill C. Corwin for modification of cp for KFMC (FM) Santa Barbara, Calif. Action June 30.

Granted motion by Russell G. Salter for extension of time from June 30 to July 10 for filing proposed findings and from July 10 to July 20 for replies, applicable to all parties, in proceeding on Russell's application for new am station in Aurora, Ill. Action June 30.

By Hearing Examiner Annie Neal Huntting

Granted request by Cache Valley Bcstg. Co. (KVNU), Logan, Utah, for continuance of hearing from July 9 to Sept. 11 and from July 6 to Sept. 1 for exchange of applicants' direct cases in am proceeding. Action July 1.

By Hearing Examiner H. Gifford Irion

Scheduled prehearing conference for July 28 in proceeding on am applications of Radio St. Croix Inc., New Richmond, Wis., et al. Action July 2.

Upon informal request by Norman E. Kay, continued hearing from July 17 to Sept. 17 in proceeding on his application for new am station in Del Mar, Calif. Action July 1.

Granted joint petition by Tyrone Bcstg. Co. (WTRN), Tyrone, and Triangle Publications Inc. (WFBG), Altoona, both Pa., to advance hearing date from Sept. 9 to July 14 in proceeding on their am applications. Action July 1.

Granted petition by Broadcast Bureau for indefinite extension of time to file proposed findings and conclusions of law scheduled to be filed on July 10 in proceeding on application of Paul A. Brandt for am facilities in Gladwin, Mich. Action July 1.

Continued further hearing from July 1 to July 13, and dismissed as moot request by Frank James for consolidation of hearing sessions in proceeding on applications of Mr. James and San Mateo Bcstg. Co., for new fm stations in Redwood City and San Mateo, both California. Action June 30.

By Hearing Examiner Jay A. Kyle

Upon oral request of Jeannette Bcstg. Co., and with concurrence of other parties to proceeding on its application for new am station in Jeannette, and that of Carnegie Bcstg., Co., for new am station in Carnegie, both Pennsylvania, changed date on which proposed findings and conclusions are due from July 1 to July 17, and replies, if any, are due on Aug. 1 instead of July 20. Action June 30.

Granted petition of American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco, Calif., for extension of time to reply to various responses to its petition for clarification or modification of issues, which have been or may be filed to be reckoned from June 22, or such later date to which time for filing such responses may be extended, rather than from date of filing of any particular response, in proceeding on applications of KGO-TV and that of Chronicle Publishing Co. (KRON-TV), San Francisco, both to increase ant. height. Action June 30.

By Hearing Examiner Forest L. McClenning

Scheduled prehearing conference for July 15 at 9:30 a.m., in proceeding on applications of Buckley-Jaeger Bcstg. Corp., and WHDH Inc., for fm facilities in Providence, R.I., and Boston, Mass. Action July 6.

Granted in alternative petition by Los Banos Bcstg. Co., and time for providing other parties with affirmative case exhibits of applicant Los Banos for am facilities in Los Banos, Calif., and for hearing are continued without date and ordered applicant within 30 days of order to report to Examiner progress made in development of his case and 30 days thereafter whether his application is to be further prosecuted. Action July 2.

Scheduled prehearing conference for July 7 in proceeding on applicatons of David M. Segal, Denver Bcstg. Co., and Satellite Center Radio Co., for new am stations in Boulder, Denver, and Arvada, all Colorado. Action June 30.

On own motion, continued without date prehearing conference scheduled for July 7, in proceeding on applications of Birney Imes Jr., for new am station in West Memphis, Ark., et al. pending Commission action on application of Garrett Bcstg. Corp., for new am station in West Memphis, Ark. Action June 30.

By Hearing Examiner Herbert Sharfman

Scheduled prehearing conference for July 21 in proceeding on am applications of Robert L. Lippert, Fresno, and Mid-America Broadcasters Inc. (KOBY), San Francisco, both California. Action July 6.

Granted petition by Alvarado Television Inc., for further extension of time from July 6 to Sept. 14 to file proposed findings of fact and conclusions and from July 20 to Sept. 28 for replies in proceeding on application of Video Independent Theatres Inc. (KVIT), Santa Fe, N.M. Action June 29.

By Hearing Examiner Horace Stern

Scheduled prehearing conference for Sept. 9 at 11 a.m., in reopened proceeding on applications of Biscayne Television Corp. (WCKT), East Coast Television Corp., South Florida Television Corp., and Sunbeam Television Corp., for new tv stations to operate on ch. 7 in Miami, Fla. Action July 1.

EDWIN TORNBERG & COMPANY, INC.

NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

WEST COAST
915 North Commerce St.
Stockton, California
HOward 5-7367

WASHINGTON
1625 Eye Street, N.W.
District 7-8531

PETITIONS FOR RULEMAKING FILED

Binghamton Press Inc., Binghamton, N.Y. —Requests initiation of rulemaking proceeding looking toward allocation of either vhf ch. 4 or 9, or both, to Binghamton, N.Y. Ann. July 2.

Ball State Teachers College, Muncie, Ind. —Requests institution of rulemaking proceeding looking toward reservation of ch. 55 for educational television use in Muncie, Ind. in lieu of ch. 71. Ann. July 2.

PETITION FOR RULEMAKING DISMISSED

Austin Radio Co., Austin, Tex. (5-8-59)—Requested allocation of ch. 22 to Austin, Tex., dismissed without prejudice by letter dated June 10, 1959.

PETITION FOR RULEMAKING DENIED

Indiana Central U., Indianapolis, Ind. (12-24-58)—Requested amendment of rules to reserve ch. 13 for noncommercial-educational use at Indianapolis, Ind., denied by memorandum opinion and order adopted June 10, 1959, and released June 12, 1959.

License Renewal

Commission renewed licenses of Lamar Life Insurance Co., WJDX-AM-FM and WLBT (TV) Jackson, Miss., and addressed attached letter to National Association for the Advancement of Colored People (NAACP):

Gentlemen:

This is with reference to the complaints which you filed against Station WLBT (TV) Jackson, Mississippi, alleging that said station had violated the Commission's policy on fair presentation of controversial issues of public importance. As you may know, the Commission deferred action on the last renewal application filed by said station pending an inquiry into the complaints. The significant items said complaints appear to be as follows:

a) In 1955, WLBT, an NBC affiliate, was showing the network's "Home" program; that said program included an interview with Mr. Thurgood Marshall, General Counsel of the NAACP; that, according to a newspaper account, the station's general manager, Mr. Beard, cut off the program and substituted a sign saying "Sorry, Cable Trouble."

b) On September 26, 1957, at 6:30 p.m., WLBT presented a program entitled "The Little Rock Crisis," featuring in a panel discussion Senator James O. Eastland, Governor Coleman, Congressman John Bell Williams, other panelists and newscaster Dick Sanders. As described by you, the program "was presented more or less to stress the maintenance of segregation and to express what the Negro wants and doesn't want. This program included only persons of the Caucasian race and expressed only the segregationist point of view and thereby did not express the views of Negroes on this very vital issue." You state that the NAACP asked for time on behalf of a group of Mississippi Negroes for the presentation of the Negro position and that said request was refused.

In response to the Commission's inquiry into the matter, the station advised the Commission that what was said on the panel program was most helpful in preventing trouble by urging the people to remain calm and look ahead to their elected representatives for leadership; that "time was not given for a reply to these elected officials as we did not consider the matters presented as being controversial but a report from our duly elected officials to the people of Mississippi"; that "We have never considered it necessary or advisable to provide time for a reply to speeches made by the President of the United States, the Governor of the State of Mississippi, or other elected representatives"; and that the Commission so advise the station if its position was wrong.

With respect to the network "Home" program, it may be stated generally that the selection and presentation of program material lies solely within the discretion of a licensee and the Commission cannot determine what particular program he may or may not broadcast. At the same time, however, the licensee has the responsibility for seeing that his authorized facilities are not used to misinform the viewing public.

With respect to the panel discussion of September 26, 1957, the content thereof is not entirely clear. If no more was involved than urging the people to remain calm, it can be urged that no question exists as to fair presentation. On the other hand, if, as claimed by the NAACP, the program involved partisan expressions of

Continued on Page 119

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising requires display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Large Florida market fm—only now in planning stages. Key to our success will be the right manager to direct the operation and handle sales. Our organization has long, successful broadcast experience and we reward those who produce. Full particulars please. Box 503M, BROADCASTING.

Competitive manager for am station without ratings, with unsatisfactory sales in competitive market. Must have good management and sales plan and unafraid of a challenge. P.O. Box 186, Washington, D.C.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Sales

Combo morning man—sales for New England independent, experience needed one or other, unlimited opportunity for right man. Box 478M, BROADCASTING.

Need salesman-announcer, with abilities ranked in that order. Experience desirable, but not essential. Guarantee-commission. Established station in upper midwest market. Send photo and resume first letter. Box 549M, BROADCASTING.

Salesman-experienced. Great potential with established northern New York station. $75.00 weekly plus excellent commission arrangement. Box 616M, BROADCASTING.

Wanted: Aggressive radio salesman for major market. Salary and commission. Write Box 618M, BROADCASTING.

Salesman wanted by Minnesota radio station. Good guarantee. Excellent opportunity for hard worker. Box 639M, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman needed by established station. Good guarantee. Announcing experience desirable. KTOE, Mankato, Minn.

Opportunity unlimited. Salesman — KTOP Topeka, Kansas. Number One rated station in both Pulse and Hooper. Music and news operation rapidly expanding. Must enlarge sales staff to keep pace with its growth. Guaranteed salary plus commission and chance to become commercial manager. Tell all in first letter. Bailey Axton, General Manager. KTOP, Box 538, Topeka, Kansas.

Southern tv station expanding sales staff. Solid accounts. Guarantee. Write Bill Bigley, General Manager, KTVE, Monroe, La.

Going all the way to the top and we need two sharp salesmen to make the trip with us. You'll like living and working in America's 88th market. Good guarantee plus expenses for the right man. Rush picture and resume to WHIY, Fort Gatlin Hotel, Orlando, Florida.

Salesman required to head up Chicago office of rating organization. Research background and sales ability. Address replies to American Research Bureau, Tribune Building, Chicago, Ill.

Experienced salesman—ambitious and capable of advancing—5000 watt CBS affiliate station, in Connecticut—outstanding opportunity, salary and commission, please send complete information before interview to: Roosevelt & Gourd, 37 Wall Street, New York City.

Announcers

Experienced morning man who can assist with copy. Must be sharp, bright, happy and willing to work. Northeast. Top pay for top ability. Box 536M, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer with well-rounded experience for middle music station. Box 575M, BROADCASTING.

Experienced, well-educated announcer for south Texas network station. Box 576M, BROADCASTING.

Newsmen who can deliver dynamic, exciting five minute newscasts. Resume first letter. We shall ask for tape. Ohio station. Box 606M, BROADCASTING.

DJ for top 40 station. Must be versatile and experienced. Major Ohio market. Tell us how you are, tape later. Box 607M, BROADCASTING.

Announcer wanted for staff position on North Carolina daytimer. Prefer man with experience. Send photo and full information. Box 619M, BROADCASTING.

Announcer-writer and wife, travel to cities in N.Y., Penna., and Ohio to do taped interviews with civic and business leaders, write historical and commercial copy, and do office detail. Future and good salaries with national organization. Write background to Box 651M, BROADCASTING.

Staff am-tv opening with dynamic New England network affiliate. Excellent opportunity for superior experienced announcer. Send tape and resume. Box 657M, BROADCASTING.

Southern tv station will consider neat appearing radio announcer for booth/live work. Send photo and tape. Box 673M, BROADCASTING.

Michigan network affiliate seeking top announcer with experience to build audience in major metropolitan area. Top opportunity for advancement to right man. Also want announcer-copywriter. Send complete info, including samples of work to Box 678M, BROADCASTING.

New Jersey—Newsman-announcer to organize local news operation of growing station. Send resume, tape. Box 692M, BROADCASTING.

Winter will be here before you know it then you will wish you had answered this ad. This is your opportunity to trade your overcoat in for a palm tree. Florida is calling, offering a swinging dj the finest working conditions, $125 per week to start and relaxation on the beach. Location? Not Miami, but between Miami and West Palm Beach. Air mail your tape and resume now and be the wise one who realizes that opportunity knocks but once. Box 698M, BROADCASTING.

250 watt mid-western independent, single station market, small community seeks experienced man—music, news and sports. Salary $100.00 per week. Send tape, resume and references. Box 699M, BROADCASTING.

Experienced announcer needed by fulltime station in progressive Georgia small market, near Atlanta. Good working conditions and benefits. Above average salary to right man desiring permanent position. Write Box 700M, BROADCASTING.

Good opportunity for experienced personality at 50 kw quality station with variety format. 5 years experience required. Salary and talent fees. Good pay for right man. Box 706M, BROADCASTING.

Increasing announcing staff. Only experienced, congenial men wanted. Rush details! Si Willing, Mgr., KMAR, Winnsboro, La.

Help Wanted—(Cont'd)

Announcers

WAVY, Norfolk, Virginia 5000 watts in nation's 27th market needs bright, fast paced, experienced dj who will do a radio show and will be available for WAVY-TV talent auditions. Send tape, recent photograph and complete resume to Lee Leonard, Program Manager or call MA 7-2345 for personal interview and audition.

Kentucky. Outstanding staff announcer needed September 1st. News delivery important. Salary open. Send no tape. Give references. State past earnings. WBLG, First Federal Building, Lexington, Kentucky.

Wanted: A good solid announcer for central Pennsylvania daytimer. We will pay a worthwhile salary to the right applicant. Contact George Mastrian, WCPA, Clearfield, Penna.

Needed: One or two men (or girls) with 1st class ticket. Lite maintenance. Be willing to help in copy, sales, or announcing. Northern Indiana—Two stations. Udell, WIMS, Michigan City.

Isn't it great to live in Miami! WKAT, Miami, wants top morning man from major metropolitan area. Must be top rated. No other need apply.

Opening in August for announcer-engineer. Daytimer, 500 watts. City of 15,000. Good living and working conditions. Send full details, background and employment record. Write Maurice K. Henry, WMIK, Middlesboro, Kentucky.

Experienced announcer wanted for quality station in Westport. For audition-interview, contact Station Manager, WMMM, Westport, Connecticut. CApital 7-5133.

Experienced announcer-salesman for top rated local network station in fast-growing southeast Florida market. Guarantee $90 weekly salary and commission to start. Unlimited opportunity for increased pay and responsibility in ideal environment. Mature? Ambitious? Permanent? Send tape, photo, all details, WSTU, Stuart, Florida.

Wanted: Experienced announcer-salesman with proven record for Florida major market quality music station. Send resume, tape and photo to Art Rivera, 3000 S. Ocean Blvd., Palm Beach, Fla. Opening exists. AM-fm operation.

Experienced deejay to handle all-night show. Fifty-kilowatt station in major market 30 hour week. Send resume and tape to National Program Director, Storz Stations, 820 Kilpatrick Building, Omaha, Nebraska.

Technical

Chief engineer—southern daytime operation. Can go to college in spare time. Last two chiefs now college graduates and hold important industrial electronic positions. Better yourself while you work. Write Box 476M, BROADCASTING.

Wanted, engineer with experience on Dumont studio and transmitter equipment. Opportunity for training on video tape. Salary IBEW scale. Reply Box 547M, BROADCASTING.

Sales engineer audio products. Immediate opening for broadcast engineer experienced in all phases of audio equipment and audio systems. Responsible position in sales office of leading broadcast equipment manufacturer. Limited travel. Complete company benefits. Send complete resume and photo. Box 602M, BROADCASTING.

Help Wanted—(Cont'd)

Technical

First class ticket needed at once. Will train to announce. Write Box 615M, BROADCASTING.

First class transmitter engineers WAMS, Wilmington, Del., and WRAP, Norfolk, Va. Chief for KATZ, St. Louis, Mo. Contact Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Del.

Production-Programming, Others

Eastern 50 kw clear channel network station is expanding operations. We need experienced news director. Man we want is now news director at large market station, city editor of daily newspaper or has such experience in his background. Good pay, large, modern plant. Include complete information on experience, education, salary requirements and recent photo in first letter. Box 704M, BROADCASTING.

Promotion-continuity writer for network station in Texas resort city. Box 577M, BROADCASTING

Newsman for both desk and air work, with emphasis on local news, wanted for New York City metropolitan area station. Send resume, tape and photograph. Please write to Box 669M, BROADCASTING.

Public relations-promotion manager, radio/tv operation Ohio area. A good air man with a background of practical experience in announcing, continuity and production. Married; veteran; age 30-35; capable public speaker and mc. A steady, dependable and personable man, capable of producing sales brochures, market data, sales service, trade paper news and advertising copy, promotional gimmicks and feature program specialties. Aggressive, but not high pressure. Box 680M, BROADCASTING.

Newswriters for 50 kw eastern network affiliate. Prefer young journalism graduates who want to work for one of nation's top stations under experienced news director. Pay according to experience and ability. Send full information and salary requirements to Box 705M, BROADCASTING.

Experienced, imaginative, fast thinking, metropolitan competitive writer. If you have the prerequisites, we have the personnel and facilities to assist in the finest production possible. Contact J. M. Hall, Radio Station KWBB, Wichita, Kansas.

Top-flight broadcaster for on-the-air news personality and front man in community activities for clear channel eastern station. Must have at least 5 years experience and good record of past performance. The man we want is now employed in major market station as top news personality. No disc jockeys please. Top pay for right man. Send full information and salary requirements first letter. Box 707M, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Traffic director for major market station in multiple station chain. Some secretarial. Call Jock Bliss at Glendale 6-5461, or write: WLAV-AM-FM, 6 Fountain Street, Grand Rapids, Michigan.

Two opportunities. Immediate opening for local newsman. Announcer opening soon. Community minded, adult programmed daytimer. Send resume, salary requirements and tape to WNAE, Warren, Pa.

News director. Must be experienced in gathering, writing and airing. Heavy on local. Send tape and full information WNXT, Portsmouth, Ohio.

Experienced newsman: Immediate opening in three man news department at leading station in eastern Michigan. Must be able to gather, write and report news. Send resume and photo to Ron Mires, WTTH, Port Huron, Michigan.

RADIO

Situations Wanted—Management

Manager-engineer, will sell, prefer single station market. Let's talk. Box 150M, BROADCASTING.

Completely staff your station for $3000.00 monthly plus 20% of gross. Every department manned with experienced, efficient employees, guarantees profits for you. For details Box 517M, BROADCASTING.

In the red? Go black with a proven efficient manager. Box 518M, BROADCASTING.

Believe it or not a young aggressive radio executive exists who does not have all the answers. If you want a creative mind capable of adapting a format to meet your specific needs, please write! My forte is creative sales and my experience is primarily in sales and sales administration. Currently employed as assistant general manager in major market earning over fifteen thousand a year plus percentage of gross. Only reason for looking, ambition! Box 617M, BROADCASTING.

Proven, young, energetic sales manager earning $10,000 ready for general manager position. Top announcer, creative producer-writer, sales leader. Experienced both major and small markets. Fresh, imaginative ideas. Married. College. Civic-minded. Best references. Prefer west. Do you have challenge for me? Box 628M, BROADCASTING.

—20 years proven sales. Manager-sales. Desire manager's job southeast. Box 637M, BROADCASTING.

Station manager, r/tv. Capable. Programming and sales. Proven record. Box 646M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Sales manager . . . interested in joining intelligently managed, adequately financed radio station in major and preferably highly competitive market, which needs sales improvement and can offer remuneration commensurate with results. Unless yours is one of the less than 20 stations in the country fortunate enough to have a 100% effective sales department, with reasonable cooperation I can increase your billing by $100,000.00 to $500,000.00 or more a year, depending on the market. Not a hot-shot, but a sound, enthusiastic, hard working producer and pace setting leader utilizing nineteen years experience, initiative and imagination to achieve outstanding record of results. Excellent managerial background, but prefer to concentrate on sales. With present station over ten years. Late thirties. Married, two children. Devoted family man. I'd like to discuss our mutual potentials. Box 679M, BROADCASTING.

University trained. 10 years experience, 7 as program director. Seeking assistant or full managership. Prefer remaining in Florida. Box 689M, BROADCASTING.

Manager, sales manager. Extensive radio-television experience. No "desk jockey", can sell, program, train. No top forty, just good solid, profitable radio. Prefer west, southwest, fifty thousand population or less. Married, sober, dependable. Now employed. Box 712M, BROADCASTING.

Experienced general manager, previously managed small market station, now commercial manager in one of top 10 markets. Want to manage small to medium market south or southwest. Throughly trained in every phase. Sales know-how, ticket. Family, sober, civic and church leader. Box 715M, BROADCASTING.

Manager or combination manager-sales, TD or CE. Available mid-July. Prefer northwest area. $500 base to start. Moderate requirements. Sober, family man. Owned an operation for number years. Technical and managerial experience exceeds 20 years. No drifter, want degree permanence. Answer all inquiries. KVNA, Flagstaff, Arizona, Oliver Coburn.

Sales

Experienced program director-salesman desires full-time sales opportunity. Box 532M, BROADCASTING.

Impeccable references, background, earnings demonstrate aggressiveness, intelligence, character. Mature (35), choosy; yet adaptable. Brief sales (1½ years), 17 years metropolitan broadcasting provide merchandising, national rep, retailing, promotion, programming-sales comprehension. Large market only or small market with management-ownership proviso. Box 537M, BROADCASTING.

Salesman/announcer. Sales specialist. Mike pro. Young, ambitious. Knowledge of all station operation. Box 613M, BROADCASTING.

Sales manager available. Married. Family. College. Thirty years old. Six in radio. Excellent background. Box 649M, BROADCASTING.

Announcers

Announcer—I have what it takes. If talent really tells, let this beginners tape talk. Box 538M, BROADCASTING.

Personality-dj; strong commercials, gimmicks, operate board. Steady, creative, cooperative. Box 539M, BROADCASTING.

Announcer, steady, versatile. Wants progressive station. Excellent references. Box 557M, BROADCASTING.

Announcer-engineer. Five years experience, employed, upper midwest, excellent references. Box 569M, BROADCASTING.

East and south preferred, announcer, operate board, experienced retail sales. Box 608M, BROADCASTING.

KQV IN PITTSBURGH

HOTTEST STATION IN THE EAST

Auditioning for all-night man. Fast pace, modern operation.

Send tape, air check, photographs and resume to:

Chuck Dougherty, Program Director

KQV

Pittsburgh 19, Pennsylvania

Situations Wanted—(Cont'd)

Announcers

Country/western music my strongest suit. Capable-staff, controls. Sales. Box 609M, BROADCASTING.

Female announcer, plus. Good background. Women's programs, plus. Reliable. Versatile. Box 610M, BROADCASTING.

Gospel programs. Announcer - producer - packager. Capable handling commercials staff duties. Box 611M, BROADCASTING.

Negro deejay, nothing frantic, just good radio programming. Short on actual air work, but I know music and have show biz background. Box 612M, BROADCASTING.

Veteran announcer out of hospital desires small market. Immediate. Box 614M, BROADCASTING.

Is your station suffering from tired blood? Do you dare to be different? Top rated country music personality. Consistently outrating top 40 jocks according to nation's two major radio surveys. I'll entertain, build and maintain a mature, buying audience. I'll sell the sponsors products. I'll make your station the talk of the town. Congenial and cooperative. Best of references. Will accept only top market. I need new audience. Let's talk. Box 620M, BROADCASTING.

Negro announcer/deejay. College graduate. Year experience swingman. Locate anywhere. Eager to learn. Veteran. Industrious worker. Box 622M, BROADCASTING.

Announcer-assistant program director, 11 years, all phases, permanent position in medium, competitive market; will travel; college grad; single; employed. Box 623M, BROADCASTING.

Ready-willing-able. Ready to step in as a summer replacement, staff announcer, newscaster. Willing to travel. Able-two years specialized training. Box 624M, BROADCASTING.

Announcer-mature-sales. Light experience, sober, reliable, desires permanent work. Box 626M, BROADCASTING.

Female dj-personality and ability; top experience N.Y.C. or vicinity. Box 630M, BROADCASTING.

If you can offer a position with a future, I can offer 3 years radio experience with 3 years college background. Veteran, age 27, married, one child. Prefer nights. Cost you $110 per week. Box 633M, BROADCASTING.

Young, bright, hard-sell, adlib, personable announcer. Nine months Chicago am experience. Now employed. Want lucrative opportunity radio-tv or combination. Box 640M, BROADCASTING.

Female announcer. Not old, not young, stable, mature for my job. Can sound sad, happy, crazy. Tape, resume, photo available. Box 635M, BROADCASTING.

TV-AM basic network outlet in medium market seeks desirable spot for one of its well-qualified, capable staff men unavoidably made surplus by change in program policy. Good habits, best references and good performance. Wire station for details through Box 643M, BROADCASTING.

Personality-dj. Creative, gimmicks, commercials, sales. Steady. Cooperative. Tape available. Box 644M, BROADCASTING.

Combination staff-sports announcer. Heavy play-by-play. Radio 8 years. Box 647M, BROADCASTING.

Female announcer. Five foot two. I sure can do. Musical, women's, drama, excellent on commercials. Tape, resume, photo available. Box 636M, BROADCASTING.

Available for interview: Vacationing sports director with disc jockey, special events, commercial, newscasting, staff background. Six years broadcasting, vet, wife and child, relocation desired, three state network experience, basketball, football, baseball, hockey, play-by-play. Replies handled confidentially. Give me an opportunity to prove my work can increase your sales. Box 654M, BROADCASTING

Fast paced dj, hard sell, 5 years experience, family. Box 658M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, dj—With 20 months' experience and 3rd phone currently employed at 5 kw Pennsylvania station. Handles own equipment and can do any type program you may have in mind. Want position at progressive type station. Box 652M, BROADCASTING.

Young southern man looking for opportunity as announcer. Can write copy. Have some sales experience. Prefer southeast, married, draft exempt. Willing to work hard. Tape, resume, photo on request. Box 661M, BROADCASTING.

Young college grad, draft exempt, excellent knowledge pop, jazz, classical music, desires interesting position with good music station. Box 665M, BROADCASTING.

Announcer, experienced, married, want to settle down, no prima donna, no floater, can run own board, available immediately. Box 682M, BROADCASTING.

Announcer—experienced. Know board. Married. Will travel anywhere. Not a floater, not a prima donna. Box 684M, BROADCASTING.

Announcer wants a beginning, willing to relocate. College grad, married, vet. Box 685M, BROADCASTING.

Announcer, 12 years experience disc jockey. News, remotes, farm program. Can operate board. Box 687M, BROADCASTING.

Announcer, attended college, broadcasting school, sells broadcasting time. Give opportunity. Tape, resume on request. Box 694M, BROADCASTING.

Available immediately—experienced morning man. Intelligent news and commercial delivery. Excellent references, handicapped, draft exempt. Prefer radio-tv station offering chance to broaden vast experience in live country music. Play guitar and sing. Write Box 701M, BROADCASTING.

Doer! Experienced! Network voice. Authoritative news! Sales manager. Morning man. Mature. 33. Box 702M, BROADCASTING.

Announcer-7 years in broadcasting now in tv production. Would like to return to good non top 40 radio station, as staff or news—east or west coast, or Chicago area. Steady, good background. Box 709M, BROADCASTING.

Stations within 150 miles Washington. Need several years experienced first phone staffer with educated voice for mature programming? No maintenance: Willing to learn. Employed. Available two weeks. Box 710M, BROADCASTING.

Announcer, dj trained well. Good resonant voice. Will travel. Hardworker, married. 21. Tape and resume upon request. Box 716M, BROADCASTING.

Willing to take a chance on announcer-dj with college experience only? Bright, single, and ambitious. Can type, write copy, operate board. Box 717M, BROADCASTING.

Announcer dj-23, married, vet. Light on experience ambitious, will work hard. Strong on play-by-play. Will consider all replies, but prefer west or midwest. Box 718M, BROADCASTING.

Announcer with "real quality" voice. 23. 6 months commercial radio experience, but I can sell for you. Preferably east coast. Box 719M, BROADCASTING.

Announcer, 34, top news and commercial man; first ticket, dim view top 40s. Box 720M, BROADCASTING.

Attention radio-tv stations: Presently big fish in small pond. Top-rated morning dj, MC fun-filled afternoon tv kid show. Record hops, theater parties, supermarket openings. Four-armed combo, personality, talent, 5 years experience all phases radio-tv. Family, vet, university grad. Like what I'm doing and people I work for. Want to move up to large market. Box 721M, BROADCASTING.

All-around announcer-operator, married, reliable. Delivery that sells, play-by-play, special events. Show biz background, prefer midwest, tape, resume available. Bill West #158-9001 So. Cicero, Oaklawn, Illinois. Wabash 2-0712.

STATIONS FOR SALE

CALIFORNIA

Exclusive. Full time. Gross around $31,000. **Asking $37,500 with 29% down.**

NORTHWEST

Full Time. Gross $60,000. **$25,000 down.**

Daytimer. Near large market. **$29,000 down.**

Exclusive. Daytime. **$125,000 with 29% down.**

Full time. Exclusive. **$75,000 with 29% down.**

THIS MUST BE SOLD

Control of Northwest Daytimer. Gross over $42,000 a year. **$55,000 with 29% down.** Ideal area and a sound radio property.

ROCKY MOUNTAIN

Ideal daytimer. One other station in market. **$20,000 handles.**

UPPER MIDWEST

Growing town. Daytimer. **$80,000 with 29% down.**

LOWER MIDWEST

Absentee owned. Exclusive. $12,000 down. Daytimer. Exclusive. **$15,000 handles.**

SOUTH

Full time. Competitive market. $157,500 terms. Daytimer. Exclusive. **$125,000 with $35,000 down.**

REGARDLESS OF THE PRICE RANGE AND THE AREA WE HAVE STATIONS THAT FIT YOUR NEEDS.

JACK L. STOLL AND ASSOCIATES

A National Organization

6381 Hollywood Blvd., HO.4-7279

Los Angeles 28, Calif.

Situations Wanted—(Cont'd)

Announcers

I don't rock and roll. Is there a large market station east or south that needs a professional personality with 8 years varied radio-tv experience? Presently employed. Offer ability and ambition in return for good salary and a future. Available mid-August. P.O. Box 855, Daytona Beach, Florida.

Disc jockey age 23—ambitious, good delivery. 3½ years experience. Tape available. Contact Edward Bonnekamp, 1608 Walnut Avenue, Wilmette, Illinois.

Newsman, announcer, dj, network voice, married, 32, 10 years experience. Dependable, excellent references. Minimum $125 per week. Contact Bruce Davis, 1105 Ravina Park Road, Decatur, Ill. Decatur 9-1535.

Let's not waste time in blind letter writing . . . If you will pay a reasonably substantial salary for outstanding man and wife team with personality, musical talent and general intelligence to capture and hold late morning or early afternoon adult audience, phone Hollidaysburg, Pa. Owen 5-3044 or 4882 and speak to Peggy or Tom Eldridge.

Combo-man: First phone: Trained in all phases of broadcasting: Married, prefer western states. Available now. Rick Huntoon, 157 Ximeno, Long Beach 3, Calif., phone GEneva 3-4682.

DJ announcer. One year experience. Working eastern market. Available immediately. Guy Moody, 1425 Broadway, N.Y.C. JU 2-2800.

Professional-can pd or guarantee top rated dj show. Any audience. Use quips, interesting items, listener participation. 35, family, good reputation. Employed, Want opportunity quality station. Smith, 38845 E. 9th, Palmdale, California.

Major markets—Experienced, versatile announcer-dj. Three years at WWDC, Washington, D.C.'s #1 station. College graduate, 25. Recent move to southwest a mistake. Terry Sullivan, P.O. Box 1242, San Antonio, Texas. CA 3-6216.

Sportscaster: 28, married, veteran. Personality—available. Play-by-play all sports, also handle news, prefer midwest area. George Swalla, 6418 W. 18th Street, Berwyn, Illinois: Phone: PIoneer 9-3859.

Sports announcer, salesman and general staffer. 5 years experience. Prefer station heavy on sports. Write Earl Williams, 625 5th Avenue No., St. Cloud, Minn.

Technical

Florida opportunity wanted. First phone. Experienced radio, tv, and communications. Box 579M, BROADCASTING.

Chief engineer experienced all phases studio transmitter installation and maintenance. South only. Box 656M, BROADCASTING.

Experienced engineer, first phone, 17 years D.A., remote control, constructions, proofs, and operations, employed but desire change. Box 662M, BROADCASTING.

Experienced engineer-announcer, 1st phone, maintenance, directionals, degree. Box 691M, BROADCASTING.

If you need men who are well qualified in the electronics field and holders of a first class radiotelephone license, write or call Cook's School of Electronic's, 203 Duncan Avenue, Jackson, Miss.

I'm an ex-air-force electronics technician, a Penn State Business graduate, a first-class-phone licensee, midly experienced in broadcasting, highly interested in fm, and looking for a position which can use my schooling and experience. Write Ralph Henninger, 530 Mahoning St., Milton, Pennsylvania or phone Milton, 283-J.

Production-Programming, Others

Female announcer. Can really convince your listeners. Good sound voice. Look me up. Tape, resume, photo available. Box 634M, BROADCASTING.

Attention Syracuse, New York area, girl Friday. Experienced-bookkeeping, copy-writing, traffic. Presently employed doing all three. Available October First. Box 638M, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

All markets!! Business off? Need new life? Ideas? Programming? Production? Results? You're my specialty as program manager. Box 648M, BROADCASTING.

Newsman-announcer . . . Experienced, all phases top CBS affiliate radio/tv newssports. Excellent references, college degree. Prefer west coast. Box 655M, BROADCASTING.

Young, experienced news director desires position in middle Atlantic or lower New England. Willing to start news department. Box 660M, BROADCASTING.

Ace sportscaster. 6 years experience. Football, baseball, basketball. Solid salesman also. Basil deSoto, 1801 Coldwater Canyon, Beverly Hills, California. Crestview 5-8592.

TELEVISION

Help Wanted—Management

Proven small market experience in sales management needed by southern full-power vhf. 5-figure annual salary to man who can qualify. Box 674M, BROADCASTING.

Sales

Experienced tv salesman for Chicago representative. Prefer man age 25-32. Box 170M, BROADCASTING.

Experienced tv salesman. Opportunity to become sales manager. Medium southeast market. Box 671M, BROADCASTING.

Full power vhf in medium southern market is expanding staff. Need two men to fill out sales department. Good opportunity. Good pay. Good accounts. Box 675M, BROADCASTING.

TV salesman. Opening on area sales staff, WISH-TV, Indianapolis. Excellent opportunity for experienced salesman. Mail only, complete details to Joseph E. Lake, Commercial Manager.

New local tv programming creates growth opportunity for stable executive type salesman. A little radio or tv time sales experience and much ability on your part along with my help and leads to get you started should result in $8,000 to $10,000 commission per year soon and more in future. Salary first 6 months. Send resume and photo to Keith Oliver, Sales Manager, WJIM-TV, Lansing, Michigan.

Announcers

Southeastern vhf interested in announcer with tv experience. Personality, voice quality, must be excellent. Man we are looking for is employed happily, but desires to move and improve. Box 597M, BROADCASTING.

Staff tv announcer for San Diego station. Must have good on-camera personality. Include photo with resume. Write Box 664M, BROADCASTING.

Newscaster—Announcer. Send tape, photo and background. WAFG-TV, Huntsville, Ala.

Technical

One studio and one transmitter engineer for small market vhf. All RCA equipment including vidicon cameras. Multiple ownership with excellent opportunity for advancement. Box 663M, BROADCASTING.

Texas tropical coast living for experienced tv engineer. Established, progressive vhf network affiliate. Air mail or wire full resume and availability. Box 840, Corpus Christi, Texas.

TV engineers wanted. Vacancies available in southern capital city station for transmitter engineers. Send complete resume to Arthur Lancaster, WRAL-TV, Raleigh, N.C.

Production-Programming, Others

Producer-director position open in southeastern vhf. Give full details as to experience ambitions, and salary requirements. Good team man with vitality, originality and plenty of ideas wanted. Box 598M, BROADCASTING.

Working news director wanted for vhf in southeast. Must be able to write, edit, shoot 16 mm, and possibly do an on-the-air job. Box 599M, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Midwest tv station needs experienced promotion manager capable of independently assuming all responsibility of a one-man promotion department. Job requires knowledge and experience in creating, planning, budgeting, performing and coordinating all phases of tv promotion. Man we need must be a fluid thinker, possess a sense of humor and be willing to work, work, work! Box 629M, BROADCASTING.

Need experienced male copy-writer with ability to service accounts and direct copy department. TV experience necessary. Box 659M, BROADCASTING.

If you have had experience in program/production and are looking for location where you can have full charge, you may be the man we want. This is an opportunity seldom offered. Give us details. Southern market. Box 676M, BROADCASTING.

Public relations-promotion manager, radio/tv operation Ohio area. A good air man with a background of practical experience in announcing, continuity and production. Married; veteran; age 30-35; capable public speaker and mc. A steady, dependable and personable man, capable of producing sales brochures, market data, sales service, trade paper news and advertising copy, promotional gimmicks and feature program specialities. Aggressive, but not high pressure. Box 680M, BROADCASTING.

Middle Atlantic vhf in major market requires television director. Must have experience on RCA equipment and know television lighting. Send complete resume and photograph to Program Manager, Box 703M, BROADCASTING.

TELEVISION

Situations Wanted—Management

Promotion manager presently with a three radio and television station operation in top 30 markets seeks larger opportunity. Eight years of proven record, 31, married. Box 688M, BROADCASTING.

Sales

Sales manager major eastern vhf desirous of locating with progressive station or chain in midwest or west. 16 years experience all phases of radio and tv sales. Offer stability, loyalty and excellent background together with finest personal and business references. Box 561M, BROADCASTING.

Announcers

Experienced announcer, currently employed major market, seeking advancement. Prefer midwest station. Box 535M, BROADCASTING.

All-around television man, announce, write, direct, light, photography, film, etc. BA in Television. Why hire many when one can do? Seek future. Box 650M, BROADCASTING.

Experienced on-camera announcer looking for position demanding creativity. Responsible individual who has worked all phases: News, weather, interviews, children, spots, etc. Also capable director-writer-producer. Sober, industrious, intelligent. Box 666M, BROADCASTING.

Proven record on and off camera for eight years. Currently employed in major three station market. Sports, commercials, news, you name it. Looking for that rare opportunity. Box 668M, BROADCASTING.

Announcer-director. Now employed. Eight years radio-tv experience. Thoroughly professional. Want lasting association with large market broadcast organization east or south. Offer you ability and ambition in return for good salary and a future. Available mid-August. P.O. Box 855, Daytona Beach, Florida.

Technical

Broadcasting technician: Recent graduate of Central Technical Institute. Seeking permanent position or summer replacement. 1st ticket. Box 556M, BROADCASTING.

Transmitter engineer: 8 years experience radio, tv—RCA, GE equipment. East coast preferred. Presently employed. Available 2 weeks notice. Box 677M, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Want chance to break into studio operations with some maintenance. One year vhf television transmitter experience where presently employed. First phone. Ham six years. Permanent position with future in engineering desired. Box 713M, BROADCASTING.

Chief engineer: Experienced administrator. 11 years in tv, 9 years supervisory, maintenance, construction, excellent references. Box 714M, BROADCASTING.

Supervisor: 12 years am-tv all phases including construction. Harold Kaup, 700 43rd St., N.E., Cedar Rapids, Iowa.

Production-Programming, Others

Production assistant, five years experience large market, desires relocate small market as production manager. Salary open, family, college graduate, highest references. Box 477M, BROADCASTING.

TV newsman, 12 years reporting, broadcasting, major Ohio markets. Midwest or Florida. Box 625M, BROADCASTING.

I want to make you more money, and I can do it. Presently employed medium station program director with outstanding operations record hidden under local bushel. Will step down for chance to advance in progressive station. Box 632M, BROADCASTING.

TV production man, 26 years old, vet. BA, MA, UCLA. Desires position with a future. Box 641M, BROADCASTING.

Writer-producer-director. Practical experience, local, regional. Creative. Versatile. Box 645M, BROADCASTING.

Production manager ready for program director. Have experience, 4 years, imagination, top background. Anxious to relocate, will direct, produce. College degree. Write Box 653M, BROADCASTING.

Producer, director, to move to production head. Past five years senior director. Age 30. Married, mature, experienced, personable. Presently employed. Box 670M, BROADCASTING.

My ideas come from my head and my heart. Versatile, young writer wants tv career. Flexible. All operational technical procedures. Graduate, broadcasting school on journalism scholarship. Box 686M, BROADCASTING.

FOR SALE

Equipment

For Sale: 1 Presto-85E recording amplifier with 2 recording mechanisms model 6N. Box 550M, BROADCASTING.

SO-8 weather radar system manufactured by Raytheon, in original packing boxes, complete with cable and all-weather guide, $3,500.00. Reply to Box 642M, BROADCASTING.

Complete 25 kw tv transmitter. Channels 2 thru 6. Low price. Send for details. Box 667M, BROADCASTING.

Ferris, G.R. Hewlett Packard, etc. test instruments. We can supply surplus image orthicons 5655, 5769, 5820, 5826. Just right for main use or that spare you need. We also buy your excess equipment and tubes. Box 683M, BROADCASTING.

Gates model 31B console. Just removed from service and in good condition. KGYN, Guymon, Oklahoma.

Used Gates 21 a console, with instruction book and schematic $350.00. Western Electric 2A phase monitor with instruction bulletin, used very little, excellent condition $300.00. Also console desk, RCA Limiter, Manager KTER, Terrell, Texas.

Western Electric 310-B, mint condition, 10 sets tubes. Western Electric high level modulated transmitter ok for standby, Conelrad, both equipped remote control. Want Langevin "Progar" or equivalent. Make me an offer. Fred Haney, Jr., WRAL-Radio, Raleigh, N.C., phone Temple 4-6401.

FOR SALE

Equipment—(Cont'd)

Flashcasting Trans-Lux news sign . . . 61' x 4'5". Complete remote control equipment. Good working condition. Reasonable. WRVM, 130 Clinton Avenue South, Rochester 4, N.Y.

Best offer buys: One G.E. type BT-4-A 10 kw fm amplifier with several used output tubes. This unit requires a 3 kw driver. It is in good operating condition. Call Washington, D.C. at ADams 4-0700, Ext. 101A.

Tape recorder Berlant 33 stero (list $1115 with cases) as new $650. M. Bates, 3200 16th St., N.W., Washington, D.C.

Dage video monitor model 602A, 1—1" F/1.5 lens. 1—2" F/1.5 lens. 1—3" F/2.5 tele photo lens. Dage 250A lens and distribution amplifier. Dage 101 Camera with 3" rear monitor. Conrac 27" industrial telev. monitor. Reply to: Paul Major, Eagle Publishing Company, 33 Eagle Street, Pittsfield, Mass.

FM, am, tv transmitters, studio consoles, cameras ,anything and everything in broadcast equipment. Call, write Mr. Charol, Technical Systems Corp., 12-01 43rd Ave., Long Island City, N.Y.

WANTED TO BUY

Stations

Looking for us? We're looking for you. Small market station our goal. West preferred. Considerate and reasonable with your offer. Let us hear from you. Box 627M, BROADCASTING.

Equipment

1 kw fm and other fm accessories. Write Box 631M, BROADCASTING.

REL model 707 STL or equivalent. Also Hammarlund R.F. Remote control unit. Box 729, Glendale, California.

Used studio console in good condition. State make, model and price. Reply to John L. Knollman, C.E., WBRV, Boonville, N.Y.

Used 5 kw am transmitter, must be in good condition. Jim Petty, WGAY, Silver Spring, Maryland.

Wanted am and fm transmitter 250 to 5 kw, monitors, studio equipment, towers and antennas. DSS, 2300 G Street, N.W., Washington 7, D.C.

1-10 kw fm transmitters. TV transmitters any power, am transmitters 5 and 10 kw urgently needed. Cameras and studio equipment. Technical Systems Corp., 12-01 43rd Avenue, Long Island City 1, N.Y.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

F.C.C. license in six weeks. Inexpensive, practical. Resident class August 3. Pathfinder, 510 16th St., Oakland, Calif.

BUSINESS OPPORTUNITY

Partner wanted. Midwest. Age 30 to 38. Sales experience. Minimum investment $10,000. Must supply top references. Write Box 690M, BROADCASTING.

MISCELLANEOUS

Ready for Fall? No discriminating sponsors, order custom radio spots. No jingles. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Qualified consulting engineer. Specializing in daytime applications, frequency surveys, and power increases. Area west of the Mississippi. Douglas F. Mariska, 1006 East 16th Avenue, San Mateo, California.

RADIO

Help Wanted—Sales

Aggressive and "major market experienced"

SALES MANAGER

for fast-rising and fast moving station in Top Ten Market. We've got the product—we have been obtaining tremendous gains in sales—so if you want to make BIG MONEY, send us a resume of your qualifications.

Box 696M, BROADCASTING

RADIO

Help Wanted—Announcers

KWTX RADIO NEEDS TOP ANNOUNCER NOW!
Rush tape and letter to:
FRANK FALLON, MANAGER
KWTX RADIO
P.O. Box 7128
Waco, Texas

BOSTON & WASHINGTON

Immediate openings, top-flight disc jockeys. Attention—Morning man (single or team). Send tape. Top 40 station experience.

P.D.
WMEX
Boston 15, Massachusetts

DEEJAY

100 game all sports play-by-play schedule, personal appearances, word hard. We need a man to do all these and more . . . with heavy promotion . . . to be the "big" man with the teenagers in a half-million market. Two station network . . . tops in both areas. Replacing 3-year evening man. Many benefits. $500 a month to START . . . must be worth much more soon. Top experience essential. Send tape and resume immediately to Gerry Grainger, WWCA, Gary, Indiana. Must be available August 1st.

Help Wanted—(Cont'd)

Production-Programming, Others

Promotion-conscious
PROGRAM DIRECTOR
for hot station in Top Ten Market to help us remain the fastest-moving operation in the country: programming, rating and sales-wise. Major market experience required. Send summary of your background and capabilities to
Box 695M, BROADCASTING.

RADIO

Situations Wanted—Announcers

Nationally known Deejay
TOM EDWARDS
is now available
Radio and/or TV
Phone—Wire—Write
8025 Parmenter Dr.
Cleveland 29, Ohio
TUxedo 4-6462

TELEVISION

Help Wanted—Technical

Communications

RCA

BROADCAST FIELD ENGINEERS

Qualified applicants should possess first class radio-telephone license, good technical schooling and two or three years' maintenance experience on TV studio or TV transmitter equipment.

These positions will pay top salaries. Liberal RCA benefits included.

For personal interview, please send a complete resume of your education and experience to:

Mr. Edward J. McGarrigan
Employment Manager, Dept. YP-IG

RCA Service Company
Cherry Hill, Camden 8, N.J.

TELEVISION

Situations Wanted—Management

THE DIFFERENCE IS TREMENDOUS

One key man on your management team can make a tremendous difference in your growth in the industry and in your community. A man with eighteen years experience in the broadcast industry and an outstanding record of community service is available. Let the vice president of a major food marketing firm, the vice president of a major food chain, the mayor of his city and the vice president of a successful radio-tv property tell you about him. Write Box 605M, BROADCASTING.

EMPLOYMENT SERVICE

$ WANT MORE MONEY $
LET "SAM" GET IT FOR YOU
Free registration—Confidential
- Announcers TV & Radio
- Radio Disk Jockeys
- Tv & Radio Engineers

Men with 1-4 years experience
Step up to better paying jobs.
PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GA.
PHONE: JA 5-4841

TELEVISION

Situations Wanted—Sales

TV/RADIO SALESMAN

Top, Creative, Hard-Working Radio/TV SALESMAN with exceptional record. Strong managerial experience. Employed NYC. Please state assignment and terms.

Write Box 693M,
BROADCASTING

MISCELLANEOUS

Media Investments Company
6381 Hollywood Blvd.
Los Angeles 28, Calif.
Specializes in serving the general financial needs, buying and selling of stock, floating issues for purchase or expansion of radio and TV businesses.

STATIONS — FOR SALE

FULLTIME
COLORADO

Captive market station $8,000 down. Approximately $290.00 per month on balance. Box 495M, BROADCASTING.

KAPR
Douglas, Arizona
1000 watt daytime. $70,000, with 29% down. Market—copper, cattle, lettuce.
Box 511M, BROADCASTING.

PACIFIC NORTHWEST
FULLTIME REGIONAL STATION

Only station in prosperous, scenic county with diversified agricultural-industrial economy. This is large established one-owner property with excellent plant and real estate. Total price $80,000 with $20,000 down. Balance 10 years.

Box 708M, BROADCASTING

FOR SALE
Southern New Jersey
Radio Station
Well established 1000 watt fulltime station. Write Box 711M, BROADCASTING.

Radio $60,000 to $1,000,000. TV from $375,000 to $2,000,000. Southwest 250 w. daytimer; making money; medium market. $150,000 including real estate. 29% down easy payout. Without real estate $110,000.

PATT McDONALD, BOX 9266, AUSTIN, TEXAS. GL. 3-8080.

Cal.	Single	250w	$38M	terms
Vt.	Single	1kw-D	50M	cash
Ala.	Small	250w	70M	terms
Fla.	Small	5kw-D	115M	terms
Wash.	Small	1kw-D	95M	terms
Miss.	Small	1kw-D	98M	terms
W.Va.	Small	250w-F	35M	terms
Pa.	Small	1kw-D	100M	terms
N.C.	Small	250w	78M	terms
Cal.	Small	500w	175M	terms
Ky.	Medium	1kw-F	175M	terms
N.Y.	Medium	5kw-D	250M	terms
Mich.	Medium	1kw-F	250M	terms
Fla.	Large	250w	250M	terms
S.E.	Major	5kw-D	225M	terms
S.W.	Small	AM-TV	275M	terms
S.E.	Small	VHF-TV	450M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

Continued From Page 112

views, it would appear that the station had permitted the use of its facilities for the presentation of one position on a controversial issue and thereby incurred the obligation to afford an opportunity for the presentation of the opposing viewpoint. The fact that the proponents of one particular position on such an issue are elected officials does not in any way alter the nature of the program or remove the applicability of our fair presentation policy.

Your attention is invited to paragraph 18 of the *Report on Editorializing by Broadcast Licensees* in which the Commission stated, in pertinent part:

". . . While this Commission and its predecessor, the Federal Radio Commission, have, from the beginning of effective radio regulation in 1927, properly considered that a licensee's overall program service is one of the primary indicia of his ability to serve the public interest, actual consideration of such service has always been limited to a determination as to whether the licensee's programming, taken as a whole, demonstrates that the licensee is aware of his listening public and is willing and able to make an honest and reasonable effort to live up to such obligations. The action of the station in carrying or refusing to carry any particular program is of relevance only as the station's actions with respect to such program fits into its overall pattern of broadcast service, and must be considered in the light of its other program activities. This does not mean, of course, that stations may, with impunity, engage in a partisan editorial campaign on a particular issue or series of issues provided only that the remainder of its program schedule conforms to the statutory norm of fairness; a licensee may not utilize the portion of its broadcast service which conforms to the statutory requirements as a cover or shield for other programming which fails to meet the minimum standards of operation in the public interest. But it is clear that the standard of public interest is not so rigid that an honest mistake or error in judgment on the part of a licensee will be or should be condemned where his overall record demonstrates a reasonable effort to provide a balanced presentation of comment and opinion on such issues. The question is necessarily one of the reasonableness of the station's actions, not whether any absolute standard of fairness has been achieved."

In light of the above quoted excerpts; the Commission is of the view that no further action is warranted on its part with respect to these matters. We have taken into consideration the fact that no other questions have been raised concerning Station WLBT's overall programming operations.

BY DIRECTION OF THE COMMISSION
Mary Jane Morris
Secretary

TELEVISION
GENERAL MANAGER
...SEEKING...CHALLENGE
NUMBER FOUR!

This man knows his business . . . he is just about at the peak of his productivity . . . In his entire career in radio and television he has been with but three organizations . . . His record is crystal clear . . . he was instrumental in starting one TV station; and took a second one from an FCC construction permit to a completed operation. His experience includes every phase of management with strong emphasis on sales and promotion.

He is well known within the industry . . . at national advertising agencies . . . and by most station representatives. He is now seeking a challenging responsibility with an operation that needs what he has to offer.

Box 621M, BROADCASTING

NARBA Notifications

CANADA

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to recommendations of North American Regional Broadcasting Agreement engineering meeting.

600 kc

CFCH North Bay, Ont.—10 kw D/5 kw N, DA-2, unl., III, EIO 6-15-60.

680 kc

CKGB Timmins, Ont.—10 kw, DA-2, unl., II, EIO 6-15-60.

730 kc

New Lethbridge, Alta.—1 kw D/0.5 kw N, DA-N, unl., II. Delete assignment.
CKDM Dauphin, Man.—10 kw D/5 kw N, DA-N, unl., II, EIO 6-15-60.

1150 kc

CKOC Hamilton, Ont.—10 kw D/5 kw N, DA-2, unl., III, EIO 6-15-60.

1260 kc

CFRN Edmonton, Alta. — 10 kw, DA-N, unl., III, EIO 6-15-60.

1280 kc

New Hamilton, Ont.—5 kw D/2.5 kw N, DA-2, unl., III, EIO 6-15-60.

1340 kc

New Cabano, Ont.—0.25 kw, unl., IV, EIO 6-15-60.

1420 kc

New Peterborough, Ont.—1 kw D/0.5 kw N, DA-2, unl., III, EIO 6-15-60.

1460 kc

CKRB St. Georges de Beauce, P.Q.—10 kw D/5 kw N, DA-N, unl., III, EIO 6-15-60.

1570 kc

New St. Hyacinthe, P.Q.—5 kw, DA-N, unl., II, delete assignment.
New Dorval-Pointe Claire, P.Q.—5 kw, DA-1, unl., II, EIO 6-15-60.

960 kc

CHNS Halifax, N.S.—10 kw, DA-N, unl., III. Now in operation with increased power.

1290 kc

CFAM Altona, Man.—5 kw, DA-1, unl., III. Now in operation with increased power.

1460 kc

CJOY Guelph, Ont.—10 kw D/5 kw N, DA-2, unl., III, EIO 6-10-60.

1570 kc

CHUB Nanaimo, B.C.—10 kw, DA-2, unl., II. Now in operation with increased power.

From the SEC record

The following stock transactions by officers and directors of companies in radio-tv and allied fields have been released by the Securities & Exchange Commission. The sales, reported to SEC between May 11 and June 10, involved common stock unless indicated otherwise.

Ampex Corp.—Charles A. Black purchased 100 shares for 185 total.

Columbia Pictures Corp.—Ralph M. Cohn acquired 989 shares giving him 43,298 individually and 1,891 held in trust; Schwartz & Froehlich (Charles Schwartz) disposed of 9,300 shares in three separate transactions, leaving firm with 2,042 shares to its account.

Crowell-Collier Publishing Co.—Joseph Schwartz exchanged $70,000 in convertible debenture bonds for 14,000 shares, giving him 24,000; David R. Cunnison purchased 1,800 shares, for 2,107 total; Sumner Blossom disposed of 1,300 shares leaving him with 12; R. Carl Chandler sold 2,500 shares leaving him with 18,500; A. E. Winger reduced his holdings to 3,506 shares by selling 2,000.

Emerson Radio & Phonograph—Louis Abrams sold 4,400 shares, plus 400 in trust, leaving him with 44,914 individually and 690 in trust; Abrams Foundation Inc. disposed of the 2,392 shares it held; Percy West, pursuant to call order placed last November, purchased 100 shares giving him 206.

General Electric Co.—Robert L. Gibson acquired 2,400 shares giving him 6,317; Cramer W. LaPierre purchased 3,390 shares for 4,955 total; Clarence H. Linder purchased 2,000 shares for 12,150 total; William C. Wichman sold 745 shares leaving him with 5,226.

Hoffman Electronics—H. S. Hazeltine sold 100 shares leaving him with 10.

National Telefilm Assoc.—H. I. Bucher exchanged 750 shares for National Theatres Inc. securities.

Philco Corp.—Henry F. Argento sold 5,000 shares leaving him with 727; Henry E. Bowes purchased $5,000 worth of 4½% convertible debentures.

RCA—David Sarnoff disposed of $90,000 in 3½% convertible debentures, leaving him with $17,200 in such bonds.

Skiatron Electronics & Tv Corp.—Marion Douras sold 1,600 shares leaving him with 20,000.

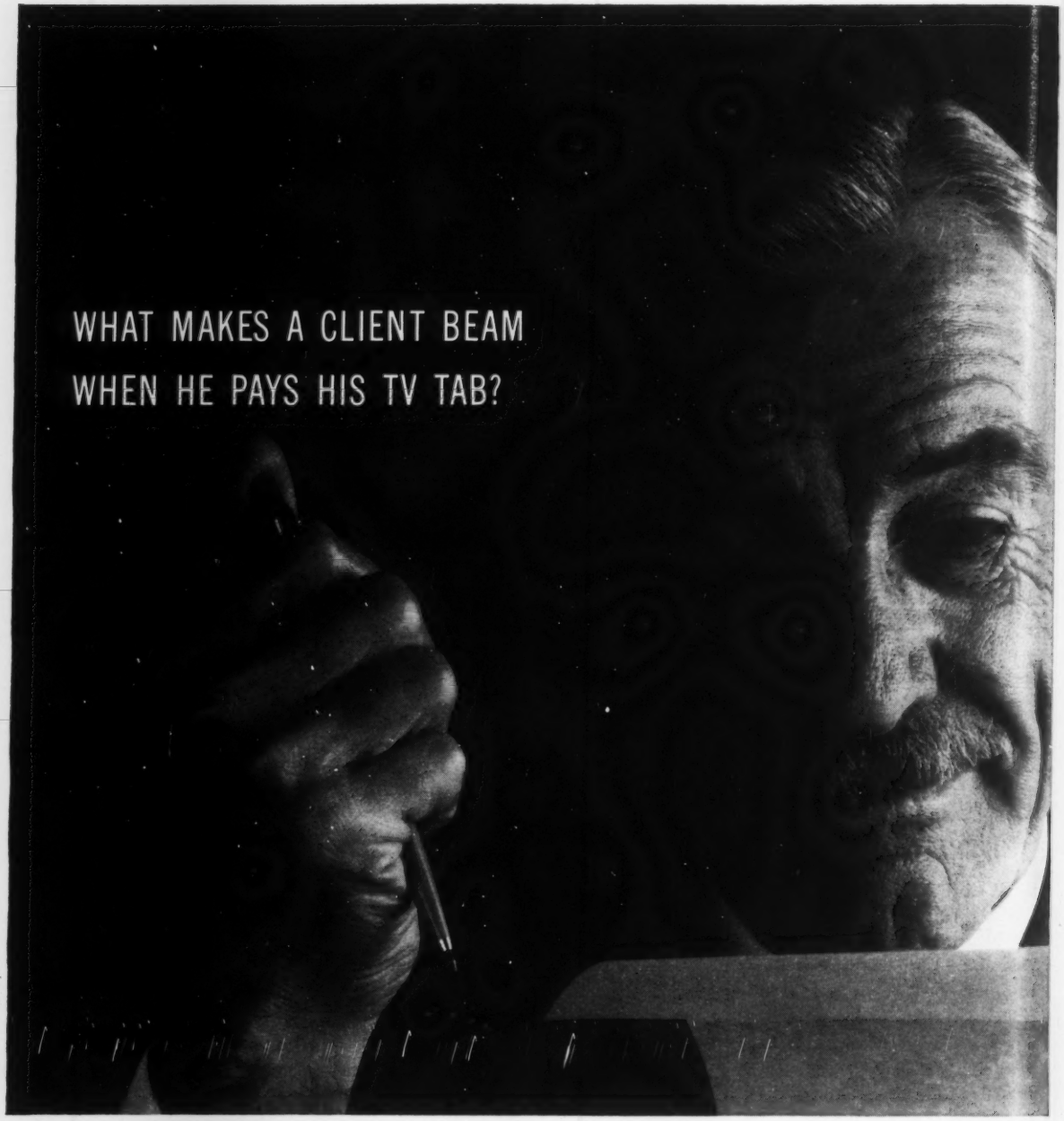
TelePrompTer Corp.—Milton Hendler purchased 500 shares, his total ownership in the firm.

Twentieth Century-Fox Film Corp.—Donald A. Henderson acquired 2,000 shares giving him 2,610; J. B. Codd purchased 1,250 shares for 1,850 total; Francis T. Kelly acquired 1,250 shares giving him 1,251; C. Elwood McCartney acquired 1,250 shares (he held none previously); Joseph M. Moskowitz purchased 10,000 shares for 10,600 total.

United Artists—Herbert L. Golden disposed of $5,000 in 6% convertible debentures he held and acquired 238 shares, his total ownership in the firm.

Walt Disney Productions—Donn B. Tatum sold 150 shares leaving him with 7.

Warner Bros. Pictures—Benjamin Kalmenson purchased 10,000 shares for 10,000 total ownership; Jack L. Warner sold 10,000 shares, at $26.12 per share pursuant to a 1957 option, leaving him with 227,431.



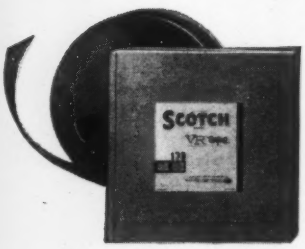
VIDEO TAPE MADE ONLY BY 3M

A lower tab for a fine commercial makes any client beam. Video Tape cuts production costs 50% or more. In four hours you can get results requiring two days to a week with film. And . . .

The commercials you turn out will look "live". They'll be sharp, clear and "fluff-proof". Because . . .

"SCOTCH" BRAND Video Tape allows run-throughs which can be played back at once. Top talent feels this is worth a dozen rehearsals. What's more . . .

When your "take" is edited on "SCOTCH" BRAND Video Tape you have a commercial ready for use without processing. It costs less—and looks better.



MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW

3M COMPANY

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OUR RESPECTS TO . . .

Carl Lee

Ever since he constructed his own crystal set at the age of 12, Carl Lee has been a builder of equipment and, his associates will tell you, of confidence in people. These twin attributes have carried him far over a score of years in which the Fetzer Broadcasting Co. organization has grown from one station property and 12 employes to three tv and two am stations, an fm outlet and several subsidiary companies which together have employes numbering more than 300.

Notwithstanding his reputation as one of the most gifted administrators in radio-tv, at the age of 40, Mr. Lee went back to school last Monday—as one of nearly 60 broadcasters attending the NAB-sponsored management seminar at the Harvard Graduate School of Business Administration in Boston.

The promise and potential of the young man became evident to John E. Fetzer, president of the Fetzer Stations, during Mr. Lee's school days in Kalamazoo. Infatuated with radio engineering as a science, the youth hung around WKZO studios there and managed to obtain a parttime job on weekends and filling vacations. He rose through the ranks of engineering, programming and production to his present position as executive vice president and general manager of the Fetzer Broadcasting Co. stations.

Born Nov. 7, 1918, in Reading, Mich., Carl E. (stands for nothing—he has no middle name) Lee has been a builder all his life. He first built things like spool tanks, scooters out of roller skates, tree houses and caves, as well as a crystal radio receiver. After graduating from Hanover High School in 1936, he moved to Kalamazoo, attending the Michigan Academy of Radio Science, and in his last year (1939), he also served as an instructor in radio theory.

Growing With WKZO • When WKZO boosted its power to 1 kw and needed extra help in building a new transmitter, it called on the then parttime Mr. Lee to help in the expansion program. He soon joined the Fetzer Broadcasting Co. as a fulltime engineer. In 1940 WKZO became a fulltime operation and in 1941 boosted its power to 5 kw day and night. Mr. Lee was promoted to the post of chief engineer in 1942.

When Fetzer received a grant in 1945 for construction of WJEF Grand Rapids, Mr. Lee went to work designing the studios and facilities in the Pantlind Hotel and supervised overall installation. It was no small chore, what with wartime shortages of materials and government restrictions. With his technical background and knowledge of radio, he got the job done, however, in good time. During the war he also served on the faculty of Western Michigan U. as a lecturer on education through radio.

Fetzer further expanded in 1948, constructing new "Radio City" studios for WKZO in Kalamazoo's Burdick Hotel. Again, Mr. Lee supervised and directed the building program.

With the advent of television in western Michigan, Mr. Lee planned and supervised the installation of WKZO-TV in Kalamazoo and the construction of WJEF-FM in Grand Rapids—a twin program that fully commanded his time and energy.

Trouble-Shooter Role • Mr. Lee's horizons were appreciably broadened in 1951 as he took on additional responsibilities. He was appointed assistant to Mr. Fetzer and assigned to trouble-shoot administrative, sales, programming and personnel problems, along with engineering.

With his pleasant smile and general affableness, Carl Lee fitted nicely into those shoes, setting out to cultivate confidence and assurance among his fellow workers. With this capacity, his colleagues will tell you, he also managed to preserve the qualities of leadership and strength needed to consummate any difficult business deal. Of him one associate has said: "Carl's a very honest and ethical guy—and he can also be a hard-driver in a nice way."

FETZER BROADCASTING'S CARL LEE
'Hard driver in a nice way'

Mr. Lee explains simply, "Doggone it, on any given problem, you've got to ask yourself: 'Is this the right and honest thing to do?' Once you establish that, the goal is clear."

In recognition of these vital company talents, Mr. Lee was appointed managing director of the Fetzer Broadcasting Co. in 1953 and elected a vice president in 1954. Last year he was elevated to executive vice president and general manager of the Fetzer Stations, with supervisory responsibility for the operations of WKZO-AM-TV, WWTV (TV) Cadillac (both Mich.), KOLN-TV Lincoln, Neb., and WJEF-AM-FM Grand Rapids, Mich.

Mr. Lee's most recent and elaborate building program was the construction of Broadcast House, a tri-level, sandstone and brick structure with modern equipment and studios of WKZO and WKZO-TV at 590 W. Maple St. in Kalamazoo. Authorities consider it one of the finest broadcast facilities in the country, a tribute to Mr. Lee as a builder. WKZO Radio and WKZO-TV are affiliated with CBS.

Industry Activities Too • Mr. Lee is conversant with many subjects and will discuss industry problems freely. He has been active in industry affairs (he is past president of the Michigan Assn. of Radio & Television Broadcasters) and currently he is treasurer of the Michigan chapter of the Broadcast Pioneers.

He is past president of the Kalamazoo Lions Club and served three terms as a board member of the local Chamber of Commerce. Mr. Lee also belongs to the Civil Defense control center in the Kalamazoo area and is a member of the board of directors of the First National Bank and Trust Co. of Kalamazoo.

When principals of Fetzer Broadcasting Co. bought into the ownership of the American League baseball Tigers, Mr. Lee was elected a member of the board of directors of the Detroit Baseball Co.

Mr. Lee is just as active hobbywise. A "do it yourselfer" by nature, he still finds time to pursue his original love, amateur radio, and recently redesigned and built his own ham transmitter operating on all bands (his ticket is W8TZJ, a license he has held since 1937). It's located at one end of his recreation room.

He also likes fishing and golf and has become an expert at color slide photography.

Mr. Lee married the former Winifred Fulton and they have a daughter, Cheryl Ann, 4½. He describes "Cheri" as his most frequent and willing subject for photography.

Agency storyboard

THE FCC, after 25 years, has finally got around to trying to find out what an advertising agency has to do with programming. We reserve judgment on the legality and even the propriety of what it does with the information; but unless this new-found insight impels it into the forbidden field of program regulation, there should be beneficial results all around.

The Commission stands to learn a lot from the agency testimony, started before Chief Examiner James D. Cunningham in New York last week as part of its overall inquiry into tv network program practices. For the first time in our memory, the Commission is getting a buyer's-eye view of the complexities involved in (1) fitting the right program to the sponsoring product, (2) fitting the program into the right time period and (3) making sure that the program stays attuned to the sponsor's policies and objectives while also meeting the policies and standards set by the network.

This first-hand introduction to the business complexities of programming ought to generate more sympathetic understanding of the problem of keeping programs flowing virtually around the clock. It demonstrates that, contrary to what a lot of people seem to think, programming involves more than art and esthetics. The job of administering a $2.5 million network television budget—estimated annual cost of an alternate-week nighttime half-hour—carries much responsibility, to sponsor as well as public.

The witnesses, some of the leading practitioners in the business, didn't pretend that programming is as good as it might be. But their exposition of the basic facts of business life should make it harder for anyone who becomes aware of them, the Commission included, to pass out criticism as glibly as has frequently been the case.

A noncommercial radio station, municipally owned WNYC New York, broadcast last week's proceedings. It's a pity that television's home-made critics all over the country could not tune in. If they listened with an open mind, they could hardly come away without a better appreciation of the programming they do get and more respect for the people—sponsors, agencies, broadcasters—who see that they get it.

Mutual's dilemma

SINCE Tom O'Neil bailed out of Mutual two years ago, the network has been victimized by a series of ownerships which have done nothing to elevate the stature of it or of radio networking in general.

Mutual cannot survive another ownership of that kind. If the network is to remain in existence, it must have capital and expert management. Assuming the presence of both, the network will have a difficult enough time in a contemporary climate that is not especially favorable to radio networking.

Among all the networks Mutual is unique. It is connected neither to television operations nor to owned and operated stations. It consists solely of a relatively small staff and some inexpensive office and studio equipment.

In some respects Mutual has advantages that the other radio networks lack. Because of its vastly simpler structure it can be operated at less expense. It does not suffer the ignominy of being the poor relation of an otherwise thriving corporate household. It can make a move without worrying whether the move will adversely affect other operations in the same company, because in Mutual no operations other than radio networking exist.

But Mutual, in its singleness of interest, also has conspicuous disadvantages. It is common knowledge that the radio networks of ABC, CBS and NBC have been conducted at substantial losses in recent years. The parent companies have been able to absorb those losses because of the profits from television and from owned and operated stations. Mutual has no tv or station income to dip into when its radio network bills come due. It must live or die solely on its ability to sell radio network advertising.

The new owners of Mutual have been persuaded that it has the potential of selling enough advertising to make the grade. We hope that they are right and will supply enough capital to put their belief to a conclusive test. If they do less, they will only prolong a condition of uncertainty which, the longer it exists, will depress more and more the general market in radio advertising.

"Hollywood" McCosker's legacy

IN this year of 1959 as broadcasters seek to mount a public information program to improve their "image", old-timers mourn the passing of a broadcaster whose prowess in what is now called public relations contributed outstandingly to radio's early development. Alfred J. McCosker, 72, died July 1 in Miami, where he had lived since his retirement in 1947 as chairman of WOR and of the Mutual Broadcasting System, of which he was co-founder.

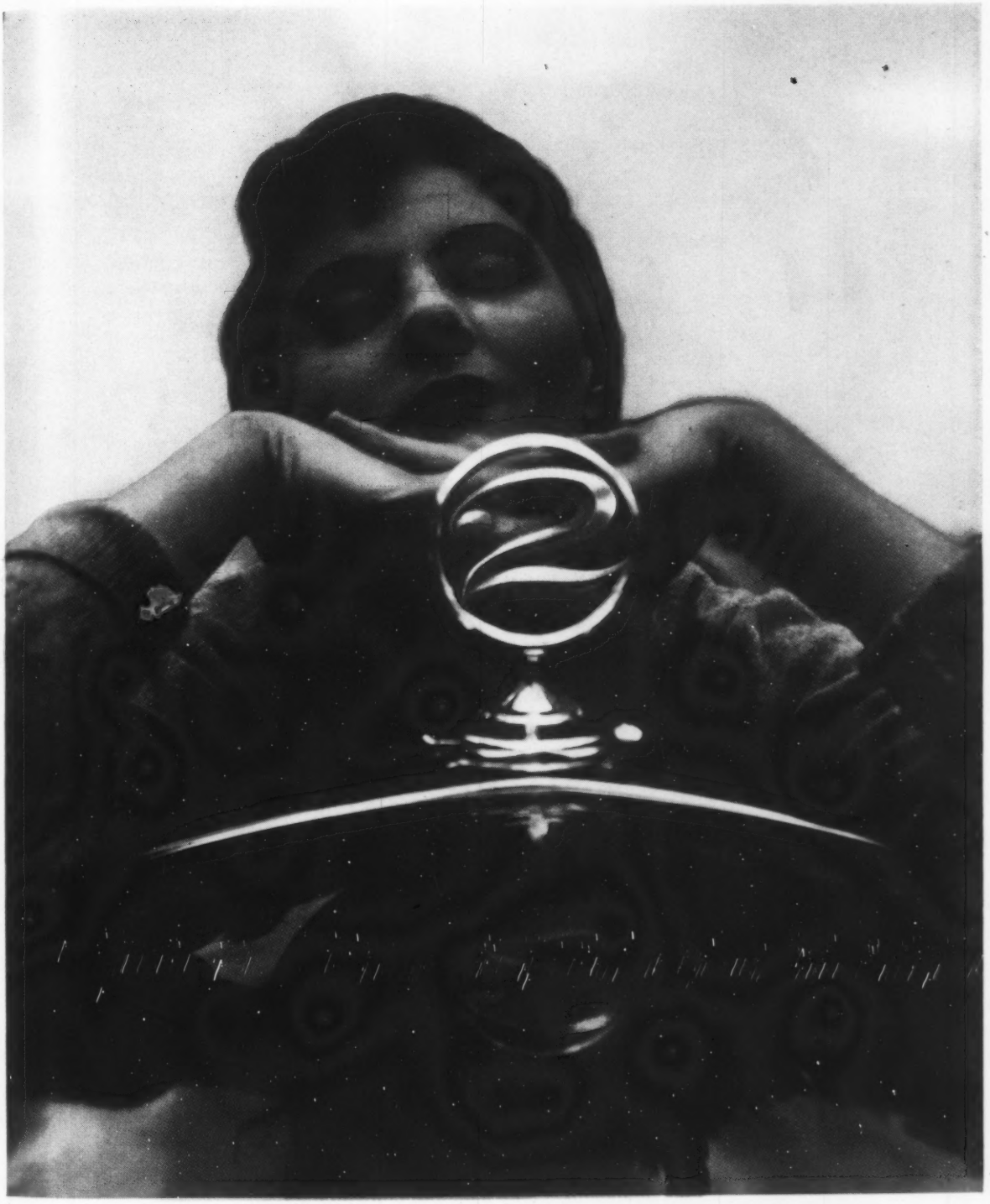
A newspaperman turned press agent, "Hollywood" McCosker was instrumental in the establishment of WOR in 1922. Four years later he became director and general manager of the nation's then leading independent. A dapper New Yorker, he had served in the motion picture field before joining WOR. He brought before the WOR microphones the outstanding stars of that era, and was responsible for such innovations as early morning setting-up exercises, dinner concerts and, perhaps most important, he recognized the significance of news broadcasting.

Although he began as a press agent and showman, Al McCosker soon became one of radio's outstanding statesmen. In 1932, when the NAB was going through its first agonizing reappraisal, he was drafted for its presidency. He served two terms, and he continued active in trade affairs until his retirement a dozen years ago.

It was because there were men of the McCosker caliber willing to shoulder responsibility that broadcasting today is a reasonably free, highly competitive and remarkably successful profession.

Drawn for BROADCASTING by Sid Hix

"Look, a woman. Let's offer her the spots for $1,999.98 instead of $2,000."



LET YOURSELF GO KPRC-TV, HOUSTON and enter an entirely new world of advertising where every commercial is transportation to sales results you had not dreamed of. This proud insignia, the KPRC-TV channel number, is borne by every KPRC-TV advertiser. It proclaims a degree of quality, engineering and good taste unmatched on the TV sets of the world. Kings, diplomats, princes and connoisseurs have been enchanted by the graceful "2". You will be too!

KPRC-TV availabilities include programs, minutes, chainbreaks, and ID's. Prices range from about $90 to $1100. Ask your Edward Petry man for a demonstration.

KPRC-TV, HOUSTON, TEXAS *(An Affiliate of the National Broadcasting Company)*

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